



Make it Matter, Make it Happen

Marigold

Member Libraries' Workshop

May 14, 2020





Marigold welcomes all library staff and board members to attend the Marigold Member Libraries' Workshop.



Thursday, May 14, 2020

Best Western Premier Calgary Plaza Hotel & Conference Centre
1316 33St NE, Calgary AB

REGISTRATION

	Early Bird Rates <i>*ends April 10</i>	Regular Rates <i>*ends May 5</i>
MARIGOLD MEMBERS		
First TWO registrants from each library	FREE	FREE
Additional registrants	\$50	\$75
SAIT LIT STUDENTS	\$50	\$75
NON-MEMBER	\$100	\$150

REGISTRATION DEADLINE

Early Bird – April 10, 2020 | Regular – May 5, 2020

Registration & Payment
showpass.com/MLW2020



Getting There / Staying There

FOR MARIGOLD MEMBER LIBRARY STAFF & BOARD MEMBERS

Travel: Marigold will reimburse for mileage at \$0.505/km for up to two vehicles per library. To help reduce costs and minimize the environmental footprint, Marigold encourages carpooling to the Workshop.

Accommodation: Marigold will cover the cost of up to two hotel rooms per library for one night. Please indicate the requirement of a hotel room on the electronic registration form at showpass.com/MLW2020. *Register by April 10 in order to book a room!*

Option: If you would prefer not to drive into Calgary, you are welcome to meet us at Marigold HQ, 710 2nd Street Strathmore, and we will drive you. If you require a hotel room, you are welcome to book in Strathmore instead and join us for the drive into Calgary on May 14. Marigold will be in contact with you to arrange transportation from Strathmore to Calgary.

Please indicate the requirement of a hotel room on the electronic registration form at showpass.com/MLW2020. *Register by April 10 in order to book a room!*

FOR NON-MEMBERS

Accommodation: Marigold has set aside a block of hotel rooms at the Best Western Premier Calgary Plaza Hotel & Conference Centre for Workshop attendees. These rooms are offered at a reduced rate. **To reserve a room, contact Hotel Reservations at 1-800-661-1464 and ask for the “Marigold Library System Block”.**

QUESTIONS? CONTACT US

Kristine den Boon
Library Services Consultant
kristine@marigold.ab.ca
1-855-934-5334, ext. 256

Kim Visser
Library Services Consultant
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Workshop at a Glance

8:30 am – 9:00 am		Registration & Breakfast
9:00 am – 9:30 am		Welcome Address: Michelle Toombs, Marigold CEO
9:30 am – 11:00 am		Keynote Address: Rebecca Raven
11:00 am – 11:15 am		Coffee Break
11:15 am – 12:15 pm		Morning Sessions
12:15 pm – 1:45 pm		Lunch Break Making a Difference Awards Library Manager Long Service Awards
1:45 pm – 2:45 pm		Early Afternoon Sessions
2:45 pm – 3:00 pm		Coffee Break
3:00 pm – 4:00 pm		Late Afternoon Sessions
4:00 pm – 4:30 pm		Door Prizes <i>*must be in attendance to win</i>



Keynote Address

Making it Happen while Keeping Your Cool

Change is a constant in the public library sector which can be both exciting and exhausting. Many of us say we're good with change - but do we honestly want to move outside our comfort zones? If motivation and optimism are key contributors to ensure change management is truly manageable, we need to embrace the idea that leadership is critical in every level in the organization. Rebecca Raven will share inspiring stories and practical tips on how to manage the positively disruptive forces of change in our workplace and find your own inner leader.



Rebecca Raven

A passionate believer in the power of public libraries to stimulate positive change through community engagement, Rebecca Raven is the recently retired CEO of Brampton Library. She is co-creator and Program Director of the Public Library Leadership Program (PLLeaders).



A) BOARD AND STAFF RELATIONS: RESPECTFUL COLLABORATION **Miranda Maguire**

Public library service in Alberta is governed by library boards and delivered by library staff. Library board trustees and staff need to communicate and collaborate to ensure services are delivered efficiently and effectively. However, who is responsible for what in a given situation is not always clear.

In this session, we will first provide an overview of the legislation as it pertains to the board as an employer, and then explore the roles and responsibilities of library board trustees and library managers. We will share how each can manage their role effectively and implement these roles in practice. We will also talk about how trustees and managers can develop a strong relationship.

A group discussion component during this session will allow participants to consider scenarios common within the Alberta public library environment, examining the role of the trustee and the role of the manager in each.

MIRANDA MAGUIRE is a Library Consultant with Public Library Services Branch, Alberta Municipal Affairs. Since earning her MLIS from Western University in 2009, Miranda has worked in libraries in both Alberta and Ontario, including the public, academic, and school library sectors.

B) CUSTOMER SERVICE FROM EVERY POSITION **Deb Cryderman**

Customer service is our most valuable marketing tool. Learn how everyone in the library has a role in providing exceptional customer service and the impact it has on the patron

experience, satisfaction, and retention. There will be a small role-playing portion to this presentation (on a volunteer basis, of course!)

DEB CRYDERMAN is the Director of the Grande Prairie Public Library. She believes every one of her staff can play a role in making the library a positive experience for patrons. She sometimes swears in her presentations.

C) LIBRARY JEOPARDY: A GAME WITH A HIDDEN PURPOSE

Catharine Richardson

Programming advocacy events can be challenging for smaller libraries. Library Jeopardy is a fun, fast way to start engaging with your audience, while challenging their expectations of what your library can do.

Come play a couple of rounds of the game and find out if this is a tool that will work for your library.

CATHARINE RICHARDSON has been a board member for the Redcliff Public Library for over 9 years. Library advocacy and engagement are her special concerns. “I’m lucky to be able to bring my technical skills, to help with this work.” In her day job, Catharine is the owner of My TechGenie Ltd.

D) COMICS: MORE THAN MEETS THE EYE

Jay Bardyla

Comics do more than just give someone something to read. They inspire people to be storytellers, to dream, to record history, to share their personal thoughts, and so much more. Comics drive not just writers but also artists, and typically they bring them to collaboration. When we see comics as more than just something to read, we see the possibilities of connecting with more people in greater ways to increase literacy.

Come get tips and ideas of how to make comics an even stronger tool within your kit to make your community more vibrant, along with checking out the resources available to you to help make it all happen.

JAY BARDYLA has created a thriving community of literate nerds throughout Alberta. As a co-owner of the Edmonton-based Happy Harbor Comics (1999-2019), he helped build an innovative and international award-winning business that offered a variety of opportunities to artists, writers, and educators.

Jay is currently the Program Director for Drawn To Books, a non-profit organization helping kids find and create comics. He is also a director on the boards for the Comics Legends Legal Defense Fund and Daze Magazine non-profits, a guest instructor at Pixel Blue Art College, and a regular presenter and Keynote Speaker at Library conferences across the Province.



L-R: Michelle Toombs (Marigold CEO), Pamela Medland (Airdrie Public Library CEO), Eric Pottie (Airdrie), Nicole Dunnewold (Marigold), Kristine den Boon (Marigold)

Making a Difference Awards 2019

WINNER: Airdrie Public Library
Mighty Machines Day

Making a Difference Awards 2019

HONOURABLE MENTION:
Three Hills Municipal Library
Friendship Circle



L-R: Michelle Toombs (Marigold CEO), Karen Nickel (Three Hills Municipal Library Manager), Nicole Dunnewold (Marigold)



A) GRANT WRITING: READY TO FUNDRAISE

Leanne Myggland-Carter

Grant writing can be intimidating at the best of times, but even more so during times of economic uncertainty and when a funding opportunity comes your way just before its deadline. Wouldn't it be great to be prepared and able to confidently submit an application with short notice? And to get other submissions in well before they are due?

This session is designed to equip library staff and trustees with a grant writing toolkit that will set them up for success when applying for all ranges of funding, be it from the government, other organizations, or private corporations. Each participant will leave with access to a file that includes templates for all of the documents and resources presented.

LEANNE MYGGLAND-CARTER is the Acting Director at Spruce Grove Public Library where she has worked for the past 12+ years. An Oxford-educated scholar, she specializes in the business side of non-profits and is a published author and poet. Leanne has acquired more than \$766,000 in grant funding, \$357,000 of which has been for library service. She lives in Spruce Grove with her husband, three children, and their pet turtle Franklyn.

B) JUBILATIONS AND TRIBULATIONS OF MANAGING A SMALL WORKPLACE

Susan Parkinson

Herding cats can be easier than managing a staff of employees at times. With everyone's diverse personalities, responsibilities, motivations, and pet peeves it at times can feel overwhelming. This can be particularly true when you have a small staff. Sometimes those close quarters can bring challenges to your authority as a manager. This presentation will touch on the challenges managers face when running a small to medium sized library as well as general ideas on managing employee behaviour.

Topics covered include:

- Why is managing difficult in a small library?
- Employee relations
- Having the tough conversations
- Your role as manager – friend or foe
- Benefits of managing a small library
- Hiring the right staff
- Creating the ideal workplace

The presentation will also include personal stories of tried and true techniques and some of the tough lessons learnt over the last five years.

SUSAN PARKINSON has worn many hats, from a professional clown to preschool teacher. When the recession hit, she was devastated to find herself out of a job. Not one to take things laying down, she took the opportunity to reinvent herself and returned to school. Although new to the library world, she jumped in with both feet, taking on the position of Library Manager at Calmar Public Library shortly after graduation. Susan can't wait to share what she has learned being a manager in a small library.

C) PROGRAMMING BEYOND BOOKS

Deserae Komar & Fortune Whelan

Inspired by last year's keynote speaker Margo Gustina, Fortune and Deserae began brainstorming new ways to bring more community engagement into the library.

Seeing an opportunity in non-literacy programming, and blessed with a beautiful program room, the pair sought to use the space to attract new patrons that wouldn't normally use the library. In 2019, the pair piloted a community clothing swap, yoga classes, a mom 2 mom sale, and a Children's Holiday Market Library Fundraiser, to varying degrees of success.

In the presentation, Deserae and Fortune will share:

- How to find opportunities for non-literacy programming
- How to brainstorm, plan, and execute a community-based event

- Key learnings - making changes on the fly, importance of event debriefs
- Unexpected benefits of organizing and hosting community events
- Event wins, events in 2020, and beyond

DESERAE KOMAR is a graduate of the Applied Museum Studies program at Algonquin College with over 10 years museum experience in exhibition and collection management. In 2008, she answered the call of the mountains and took a position at the Whyte Museum of the Canadian Rockies where she assisted in collection management and exhibitions.

Since 2018 she has been employed with Canmore Public Library and has been an active member of the book mending team, utilizing her conservation skills. She has also created and implemented successful on-going non-literacy programs for the library.

FORTUNE WHELAN has traveled the world on a cruise ship, worked as a Finance Manager for Coca-Cola, and for the past ten years, has made her living as a yoga educator, owning both a yoga studio and a yoga school.

A recent transplant to the Bow Valley, Fortune began working at the Canmore Public Library just eight days after arriving. Since then, her contributions to library programming have included a Mom 2 Mom Sale, a monthly yoga class, and a Children's Holiday Market Library Fundraiser.

Fortune is the only person born in Alberta to be named Fortune.

D) AFTER RESIDENTIAL SCHOOLS: RESTITUTION AND RESILIENCY

Donna Ross

The purpose of this session is to create awareness and understanding of the impact of residential schools. Attendees will develop an important understanding of intergenerational trauma and how it affects many Indigenous people today.

DONNA ROSS is currently contracted with the Calgary Regional Consortium to provide Education for Reconciliation support to school communities. Donna brings passion and a deep knowledge of First Nations, Métis, and Inuit histories, the impact of residential schools, and the infusion of Indigenous ways of knowing into Alberta curriculum and organizational culture.



L-R: Michelle Toombs (Marigold CEO), Jenn Steinbrecker (Hanna), Gina Gross (Hanna Municipal Library Manager), Kristine den Boon (Marigold)

Making a Difference Awards 2019

WINNER: Hanna Municipal Library
Handyman Sale Fundraiser

Making a Difference Awards 2019

HONOURABLE MENTION:

Canmore Public Library
I Write: Writing with Indigenous Youth



L-R: Michelle Toombs (Marigold CEO), Helen Rolfe (Canmore), Michelle Preston (Canmore Public Library Director), Kristine den Boon (Marigold)



Centre: Adreena Duffala (Standard Municipal Library Manager)

Making a Difference Awards 2019

WINNER: Standard Municipal Library
Tipi Stay Field Trip



A) **STRONG LIBRARY BOARDS ARE BUILT ON FIRM ETHICS**

Ian McCormack

Community members trust the boards of their libraries to act in their long-term best interest. That trust is built on an historical foundation of ethics and culture. Both take time to create but can crumble quickly. Explore what a firm foundation of ethical practice looks like with your trustee colleagues.

As a library trustee, you chose to represent your library and your community. While carrying out that role you wear a series of hats, including library representative, regional partner, community leader, and often agent of change. All of this is in support of making your community as strong as it can be. When you are wearing these hats, sometimes more than one at a time, how can you be most effective? How are ethical good governance practices illustrated by what you say and – more importantly – do?

This session will speak to best practice, and sometimes what not to do, relying on examples and your own insight.

IAN MCCORMACK is the President of Strategic Steps which has provided him the opportunity to work with dozens of municipalities, associations, societies, and voluntary sector organizations across Western Canada and beyond. He lives in the space between appointed or elected officials and the organizations' managers.

Since 2000, Ian has worked on governance and structural reviews, strategy development and implementation, and orientations or refreshers for boards of directors and elected officials. He has done this both as an employee of government and as a business adviser in the private sector, working for himself and others.

Ian is an occasional author for Municipal World magazine and local newspapers, writing on topics such as social media use in municipalities, business planning for municipalities, the future of local government, and most recently, a three-part article about measuring community well-being in Canadian municipalities.

Ian also hosts workshops and speaks at various conferences in Canada and the United States, typically on the topic of good governance, change in government, and the importance of strategic planning.

B) BROOKS PUBLIC LIBRARY'S LIBRARY MONTH: A.K.A. FUNDRAISING AND COMMUNITY ASSESSMENTS THE SNEAKY WAY

Lisa Patton

While planning their Canadian Library Month awareness campaign, Brooks Public Library discovered a fundraising tactic that made everyone else do all the hard work! And they topped it off with a fun open house event that "tricked" attendees into participating in a community assessment session (shhh... they still think they were just having fun!).

LISA PATTON is convinced that libraries are the key to happiness. Her love of literature and decidedly bossy nature first brought her into the library world in 2011 and she has held the position of Manager at the Brooks Public Library for the last 4 years.

Lisa also enjoys an immense amount of satisfaction in the fulfillment of her many other roles: mother, wife, Sunday School teacher, hapless gardener, enthusiastic concert attendee, talentless Rubik's cube fan, and record collector with proudly mediocre musical tastes.

C) PRESCHOOL PROGRAMMING 101

Michelle Walther & Emma Feltham

Join Michelle and Emma as they lead the group in an interactive workshop that captures a young audience. They will describe the programs they have success with and share what makes them successful.

You will be introduced to props and tricks of the trade. Prepare to have fun and be silly!

MICHELLE WALTHER has been at the Okotoks Library for 7 years. She loves to do

preschool, juvenile, and outreach programs and prefers to be loud and silly!

EMMA FELTHAM has been the Children Services Coordinator at Okotoks Public Library since June 2019. She manages the preschool collection and facilitates programs for babies, toddlers, and preschoolers. She is a firm believer in the Oxford comma and enjoys sharing silly interactive stories.

D) EVENT PLANNING BOOTCAMP

Andrea Johnston

Did your planning muscles go a bit soft over the break? Need a little boost to get your organizational skills back in line? Join us for this informative session that will have you back in party-planning shape in no time! Flex those event management muscles and work out that program stress in this need-to-know session. Templates, hand-outs, and insider information will have you lean and toned in 60 minutes or less!

ANDREA JOHNSTON has been the Community Outreach and Program Librarian at the Cochrane Public Library for the past four years. During that time, she has planned numerous events both large and small. In order to better hone her skills, she enrolled in the Mount Royal University's Event Management Certificate program and successfully completed it in April of 2020. Andrea loves the challenge of planning new events and ensuring all parties feel supported, excited, and ready for the next big thing!



L-R: Michelle Toombs (Marigold CEO), Lisa Penner (Longview), Lynda Winfield (Longview Municipal Library Manager), Nicole Dunnewold (Marigold)

Making a Difference Awards 2019

HONOURABLE MENTION:

Longview Municipal Library
Writer's Group



VENDORS

***Note:** Some vendors will have merchandise for sale at the Workshop. Method of payment may vary by vendor.*

Bright Swan Creations

Indigenous hand-crafted jewelry.

Canadian Museum & Library Supply

Bringing Canadians the best in archival and library supplies available. canadianmuseumlibrary.ca

Drawn to Comics

Selection of comic books, graphic novels, manga, and more! drawntobooks.ca

Jonathan Morgan & Company Limited

Canadian-based commercial interiors company. With design-led thinking and industry expertise, they provide a client-focused turnkey package of services. jmcdesigninteriors.com

Library Store (Calgary Public Library Foundation)

A shop-for-the-cause initiative of the Calgary Public Library Foundation selling literary-themed products from great Albertan companies, as well as partners including Out of Print. LibraryStore.ca

Loveday on Libraries

Chris Loveday works with librarians, to see them “win” in the battle against “project deterrent forces” and works synergistically with them to provide unique solutions that set their libraries apart.

SAIT Library & Information Technology Program

Organize, manage, and access information as a library technician, information specialist, or records management technician. sait.ca/programs-and-courses/full-time-studies/diplomas/library-information-technology

ULS

ULS (United Library Services) is your one-stop vendor of choice for all of your collection needs. uls.com

World Book

World Book promotes learning for the entire family through a range of print and digital products. worldbook.com