



MANAGEMENT REPORT

Date: January 3, 2017
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Meeting Date: January 25, 2017

TO: Library Board
FROM: Dawn Ibey, Acting Director, Library Experience
SUBJECT: **InterLINK Reference Grant**

PURPOSE

This report is for the information of Trustees

BACKGROUND

Attached is the 2016 InterLINK Reference grant report. This report is prepared annually for the InterLINK Administrators Advisory Group to review VPL's services to InterLINK member library residents as a regional reference hub.

DISCUSSION

In 2010, the InterLINK AAG requested information from the Vancouver Public Library that would demonstrate that the \$100,000 annual reference grant to VPL is still warranted. VPL committed to annually surveying Central Library patrons at the same time as the provincial Typical Week Survey in order to provide an annual report to InterLINK. VPL produced a report for each year from 2010 through 2014 for the InterLINK Board's information and consideration. That same year, two member Library Boards requested further information regarding the unique collections held by VPL that would justify its position as a regional research hub.

The attached report outlines 2016 costs related to delivering reference and information services to patrons living in the InterLINK region, outside the City of Vancouver. It also provides an overview of VPL's collections which meet a wide range of needs and acts as a support recourse to users both locally and across the province. Collection development and maintenance costs at the Central Library and administrative oversight of information services are not included in this report.

FINANCIAL IMPLICATIONS

InterLINK provides an annual grant of \$100,000 in recognition of VPL's role as a regional reference centre. This grant is part of VPL's operating budget.



Vancouver Public Library

TO: InterLINK Administrators Advisory Group
FROM: Sandra Singh, Chief Librarian, Vancouver Public Library
DATE: January 3, 2017
SUBJECT: InterLINK Reference Grant

BACKGROUND

In the spring of 2010, the InterLINK AAG requested information from the Vancouver Public Library that would demonstrate that the \$100,000 annual reference grant to VPL was still warranted. VPL committed to annually surveying patrons at the same time as the provincial Typical Week Survey in order to provide an annual report to InterLINK.

VPL produced such a report for each year from 2010 through 2014 for the InterLINK Board's information and consideration. VPL missed the report in 2015 due to staff turnover. This report updates the 2014 report for 2016 and presents this multifaceted review of VPL's services to InterLINK member library residents as a regional reference hub.

REFERENCE SERVICE TO INTERLINK LIBRARY PATRONS AT VPL CENTRAL LIBRARY

VPL conducted a patron residency survey from October 17-23, 2016 to determine where patrons who ask questions at Central Library have their homes. 76% of in-person and telephone patrons seeking information assistance replied to the survey. We found that 20.85% of the questions asked at Central Library during the survey period were from patrons living in the InterLINK region, outside the City of Vancouver.¹ In order to determine the financial cost of providing this reference support to InterLINK member library residents, VPL staff used the following logic:

VPL staffs its information services at the Central Library based on staff answering 15 questions per hour. The average staffing cost per hour is \$44.78 (average of auxiliary librarian and library technician rates). Using this method, each question costs approximately \$2.99 and takes 4 minutes.

¹ Please note that we did not include email reference questions in the analysis.

VPL staff answered 715 questions posed by InterLINK member library residents from October 17-23, 2016. The cost to VPL of answering these InterLINK questions was approximately \$2138. Over a year, this accrues to \$111,176. ²

The cost to VPL of answering questions from patrons in the InterLINK area does not include the collection development and maintenance costs at the Central Library or supervisory and administrative oversight of information services, nor does it include email reference services. Total annual staffing costs for information services at Central Library are \$2.54 million dollars and 20.85% of that total is \$529,590.

COLLECTIONS STRENGTHS: VANCOUVER PUBLIC LIBRARY COLLECTIONS

Vancouver Public Library maintains collections to meet a wide range of needs, acting as a support resource to users both locally and across the province. VPL strives to balance the demand for popular and recreational material with the responsibility to build appropriately comprehensive collections to meet the varied information needs of all our users.

Every branch offers books, magazines, local newspapers, movies and TV shows on DVD, music and audiobooks on CD, graphic novels, and video games for all ages. Branch collections emphasize current popular material, while the Central Library collects and preserves materials of local, regional, British Columbia and Canadian interest. Individual subject collections include basic as well as specialized published and limited archival materials, supporting both recreational and research uses.

The Central Library also provides access to information in digital formats by digitizing resources of provincial historical importance (such as City Directories, historical photographs, and newspapers), by offering a large e-resource collection, and by creating information products including study guides.

Some of VPL's unique and strong collections include:

Special Collections

VPL maintains the Northwest History Collection, a heritage reference collection about BC and the Northwest Coast, which includes city directories for all BC communities dating back

²Calculation

- \$44.78/15 = \$2.99 per question
- 715 questions x \$2.99 = \$2,138
- \$2138 x 52 weeks = \$111,176

to the 1800s, as well as books, periodicals, early British Columbia newspapers on microfilm, maps, pamphlets and ephemera, all of which are housed in a climate controlled vault designed to preserve the collection for future generations. Special Collections also maintains historical collections of Canadian literary works, children's books, examples of early published volumes, and the Library's digital collection of more than 250,000 historical photographs from BC and the Yukon.

The mandate is two-fold: encouraging and facilitating access to the collection, while at the same time conserving and preserving the material in line with best practices. As part of this mandate, we are digitizing various parts of our collection, including historical photographs (more than 35,000 are currently digitized); the BC City Directories, 1860-1955 and an early BC newspaper: *The BC Saturday Sunset*, 1907-1915. Digitizing allows us to reach out to the community at large to share our rich historical resources across the province.

Fine Arts and Music

Artists, actors and musicians both amateur and professional, students, collectors and the general public use these large collections. Strengths of the collections include: large retrospective and contemporary book collections of the works of visual artists, designers, and architects; sources for identifying and valuing collectibles of various types; indexing, documentation and exhibition catalogues on Canadian artists; research files on local art galleries; an extensive collection of popular and classical musical scores; music parts and folders for instrumental ensembles; and extensive collections in the areas of fine and performing arts. Extensive documentation files are available on visual artists who have lived or worked in British Columbia. These files contain indexing, news articles, gallery mailings, exhibition catalogues and miscellaneous pamphlet material. Our collection supplements materials maintained by the Vancouver Art Gallery library.

Staff maintain an e-mail subscription service providing details of upcoming auditions for theatrical productions around the Lower Mainland. Participants are able to draw on VPL's extensive collection of play scripts to prepare for their auditions. Information on this service is available via the heavily visited page of the VPL website: <http://www.vpl.ca/find/cat/C397/>

Genealogy and Census Records

VPL holds a rich collection of genealogical resources in microfilm, print and electronic format. The collection has a strong focus on Canadian records, such as nominal Census records and BC civil registration, including Canadian census statistical reports from 1871 to the most recent census, and also includes many resources for other countries. Census data is

vital for historical research, tracking population trends, and business research. VPL cardholders also have access to the vast genealogical holdings of the Family History Library in Salt Lake City, Utah through an affiliate library agreement.

Laws, Legislation, and Historical Government Documents

Current and historical statutes and regulations for BC and Canada; City of Vancouver Bylaws; national, provincial and municipal building, plumbing, fire and electrical codes, as well as a complete historical collection of federal Sessional Papers; provincial and federal Hansard Debates; Journals of the Senate, House of Commons and BC Legislature; provincial and federal Gazettes; and historical Vancouver City Council minutes. These sources offer a wealth of historical information including early election results, the texts of Royal Commission Reports, minutes and verbatim transcripts of legislative proceedings, municipal incorporation documents including letters patent, and statistical data.

Business, Job & Career Resources

Maintains the largest public collection of business material in the province, covering a broad spectrum of business subjects including materials focusing on the start-up and successful operation of small businesses, business planning, industry and marketing reports, market research, current and historical information on Canadian and international companies, international trade, import/ export, current and historical trade directories, BC business history, and BC and Canadian industry and labour statistics.

VPL also provides an extensive collection of materials offering vocational guidance, information on educational requirements for specific occupations, job & career forecasts, and salary estimates along with other materials supporting job seekers and those working through career change. Staff have developed more than 100 specialized guides on careers in BC to support the work of the Skilled Immigrant InfoCentre, available in print at the Central Library and on the website.

Newspapers, Magazines and Journals

The Central Library offers more than 50 newspapers in print from Vancouver, BC, Canada and around the world, as well as archival copies on microfilm of many BC newspapers and those from major cities in Canada, and relevant indexing sources. Branches offer local and national newspapers in print and VPL provides digital access at all locations to newspapers from around the world through PressDisplay.

Current and recent back issues of more than 100 popular magazines and journals are available to borrow for adults, teens and children, in several languages. The Central Library also subscribes to a broad selection of about 1,000 magazines and journals for use in the Library, covering such topics as current events, sports, art, literature, music, business and science; with back issues available for many titles.

Database and E-resource Collection

A collection of more than 60 databases licensed or created by VPL. With a budget of over \$1 million, e-resources include language learning, ebooks and digital audiobooks, film and music streaming, videos to learn creativity software, full text newspaper and journal article databases, directories, statistical resources and specialized resources for art, genealogy, business, literature and music, as well as popular home resources. VPL has also created several unique databases including BC City Directories, the Vancouver Building Register and Historical Photograph collections. Vancouver Public Library maintains the most extensive public library collection of databases in the province. In addition to at-home use by VPL cardholders as per licensing agreements, databases are accessible to any user who walks into a VPL library location.

FINAL REMARKS

The 2016 VPL data on reference services to InterLINK member library residents combined with VPL's deep collections in the described areas demonstrate VPL's continuing role as a regional reference and information resource.