

APLA promotes the interests of libraries in the Atlantic Provinces while fostering the development of librarians, library technicians and information professionals through cooperation.

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Issue 4 - May 2012

115 reads



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From the President's Desk

2 reads

Jocelyne Thompson

This is my last of five columns as APLA President, already. I've enjoyed writing them: there's nothing like writing for clarifying one's own thinking about things.

If you have read my previous columns, you will know that a chief concern of mine has been advocacy and how to do it effectively. Well, we certainly got the chance to practice these last few weeks, what with cuts to school libraries in Nova Scotia, the elimination by the federal government of funding for the Community Access Program (CAP), the re-introduction of a bill in support of the Library Book Rate, and the continuing

battle for a fair copyright framework for the educational sector. Luckily I had limbered up my brain before the onslaught by preparing four submissions to the Best Elevator Speech Contest (ineligible to win, of course, and unworthy in any case). Having come up with the idea of the contest, I felt the least I should do is suffer along and give the exercise a go myself.

Although the participation rate in the elevator speech contest was not stellar, we did receive some fine entries. Let's face it, two minutes to make a case for libraries is a tough assignment – though the Harvard Business School insists we should only need one [27]! A small ad hoc committee has been struck to judge the entries, and the winners will be announced at the conference. Thanks to all who participated.

Regarding the several issues that came our way just recently requiring action in the form of letter-writing, APLA was able to weigh in on all of them, and this by distributing the task of drafting amongst willing members of the Executive and others. But it was fraught – we are after all, all volunteers with day jobs – and so I believe we need a new way of supporting APLA's advocacy efforts. To that end, an Advocacy Interest Group is being established to start the process of figuring out how best to provide support to the Executive when action is needed. The long and the short is we need to be better prepared and ever vigilant. In these troubling times, it's safe to assume that opportunities for advocacy will only increase as time goes on. I hope some of you will join me at the conference for my session on advocacy, to engage in a discussion on needs and the way forward. Advocacy is hard. In a world where we are bombarded almost daily with bad news (to quote Dorothy Parker, the reaction I have most days when I turn on the national news is, "What fresh hell is this?"), it's hard to not feel defeated before one even begins. I am intimidated too by the sheer magnitude of it all. But listening to the radio one day, I was inspired by a popular Quebec singer/songwriter who said of herself, « Je suis une timide qui fonce » (very loosely translated - "I'm timid by nature, but I do what I have to do"). It's not a bad motto.

We were very fortunate this year to have two fine candidates for the position of Vice-President/President-Elect, and I wish to heartily thank both of them for accepting to run. Although we have not held elections in recent years, I believe they are important for member engagement; indeed they reflect member engagement! After all, what does it say about the vitality of an organization if no one wants to risk for the honour of leading it? (Perhaps we should call these things friendly competitions rather than elections, to encourage participation and not scare off potential candidates.) Elections are an opportunity for members to get to know the leaders in their community, for all candidates have already shown themselves to be leaders at one or several levels. Further, elections prompt debate – well, at least reflection – on the important issues, and in this busy world, we sometimes need a reason to stop and think deeply about what matters. I hope we will have more of them in future, elections that is, not reasons...or maybe both.

One last issue I'd like to raise is membership fees. To remain relevant and effective (a goal most likely to be achieved by providing services members need and want), it seems to me that APLA will simply have to bite the bullet and raise membership fees in the near future. Our fees are amongst the lowest in the country and they have not been adjusted in more than a decade. With limited revenues and increasing costs of doing business, APLA is hamstrung, forced into maintenance rather than growth mode. So much could be done with new revenue (e.g. expanding continuing education opportunities, providing more grants for research, enhancing promotion for libraries). In recognition of the tough economic climate, the Executive decided to hold off on a fee increase proposal for this year, and turned its attention instead to the recruitment of new members. The Membership Committee launched a campaign in February with the double aim of expanding our reach and increasing revenues. As I write, the campaign still has almost a month to go, but preliminary numbers are encouraging. This has been an excellent effort and I wish to congratulate all those involved in making this initiative a success.

Our annual conference is just around the corner and I look forward to seeing many of you there. Congratulations to Jen Richard and her team for daring to bring change and innovation to the conference. Just some of these innovations are a registration fee that includes attendance at the Merit Award Banquet (making the event less "elitist"); an interactive and device-friendly website with all kinds of cool features; a re-named opening reception to make it clear that the event is not only for Past-Presidents (a common confusion in the past); and a combined lunch and OGM Part II (which I hope to get through without getting food stuck in my teeth!). The program itself is rich and diverse, providing great learning opportunities. I hope we will all come to the conference prepared to engage, to learn, and to bond with colleagues from across our region, and that we will leave refreshed and re-energized.

There's so much more I'd like to say but I will save some of that for my President's report to the OGM. However, without naming names here, for the sake of brevity, I would like to thank all of the many people who have served APLA this past year. It has been a pleasure for me to work with each and every one of you. It's been an exciting year, and a great experience for me, to be president of this fine association. Thank you for giving me the opportunity to serve, and in so doing, to grow.

From the Editor's Desk

7 reads

Alexandra Brooks Robinson

This is my second-to-last time co-editing the APLA Bulletin, and since Nicole gets first dibs on writing a letter from the editor in the post-conference issue, I thought I'd write a few lines page to thank a few people and appeal one last time on the Bulletin's behalf.

I began my term as Co-Editor alongside Ian Gibson. I will never forget when we finally met for the first time. After almost a year of working together by email, I was pleasantly surprised by how young Ian was! I don't know why I thought he was of the age to be flirting with retirement or perhaps required a cane and some smelling salts in order to function, because certainly his writing doesn't read that way. Apparently, I wasn't exactly what he was expecting, either! We had a very deep chuckle about our misconceptions/overactive imaginations once the jig was up. Thank you for everything Ian!

Second, you need to know how thankful I am that it was Nicole Dixon who signed on as Co-Editor last summer. It has been wonderful to be able to rely on her expertise with all things digital and web-based. I wish Nicole all the best in her next two years as Co-Editor and I am sure she will have many more ideas to bring forth, to add to those she's already contributed.

Third, I would like to thank all the members of the Executive I have had the pleasure of working with over the past three years. APLA members, I cannot emphasize enough how hard these people work – and for free! They safeguard our interests, keep us involved and informed, and genuinely care about libraries and information policy. It is inspiring to witness their enthusiasm.

Speaking of enthusiasm, similar to the thoughts expressed by Ian Gibson in his last column, I implore you, the reader, to think seriously about submitting a feature article, in-depth news piece, or a book review to the Bulletin at least once in your lifetime. We are a self-sustaining entity and without giving something, we will not gain anything. The Bulletin offers a friendly venue for thoughts and musings, as well as for critical analyses, without the anxieties and hoops of the peer-review process. I know how frightening it can be to put your ideas "out there", but it is an opportunity to learn and contribute. Who knows: you may even inspire a program idea, research topic, or talking point in one of your colleagues in the region. To me, such a chance makes it all worth it.

In closing: thank *you*, readers of the Bulletin and members of APLA. May you continue to contribute to this lovely organization in whatever way suits you, and may it continue to represent your interests.

The Information and Knowledge Professional's Career Handbook: Define and Create Your Success

5 reads

The Information and Knowledge Professional's

Ulla de Stricker and Jill Hurst-Wahl Oxford : Chandos Pub., 2011 9781843346081 283 p.

Career Handbook:
Define and create
your success
Understood and # smithel

Reviewed by Kelly Hatch

I recently entered the information and knowledge field as an academic librarian and have been combing the stacks for professional resources. When I read this informative, insightful book, I felt I found a resource to help guide me on my career journey.

As a self proclaimed guide to professional development this book covers many topics: professional image, job searching, and moving into management. It also covers topics that are equally important but not always dealt with: salary, organization culture, stressful work

environments, and collegial support. A key message throughout is that you do not have to remain in an ill-suited/difficult work environment and that with preparation and planning, you can make a positive change.

The authors have extensive experience, which they aptly apply to this book. In addition, they impart the experience and wisdom of others in the field making this a relevant book for those considering entering the profession, just beginning their careers and those who have been working in this area for some time.

The simple, clear, logical writing style of this book makes it an easy read. Its organization allows the reader to jump from chapter to chapter to look the topics when they need them.

Because this book covers a number of topics, it does not offer in-depth details. For example, readers will have to go elsewhere to learn more about business case approach and management skills. But it does give enough information to give the reader a basic understanding that may spark further interest in the topic.

The book concludes with a number of biographies by colleagues who work in a variety of settings and finally with in-depth bios of the authors. These last two chapters were the least helpful. They were interesting but did not offer much new information.

While reading the book, I often felt it was written for me. A number of times, I found myself nodding my head and thinking, "I can relate to that!" I enjoyed this book and learned a number of things that I will carry with me throughout my career. The authors were able to do what they set out to do, which was to create a comprehensive professional guide. This book is a valuable contribution to the profession.

News from Nova Scotia

24 reads

South Shore Public Libraries

Teresa Workman

South Shore Public Libraries Boycotts Random House

South Shore Public Libraries Chief Librarian Troy Myers said today that the Library will stop purchasing ebooks published by Random House Publishing, following a steep price increase introduced by Random House in the past month.

South Shore Public Libraries mission is to celebrate reading, discovering, learning and sharing. "One way staff fulfills the mission is by providing readers access to a wide variety of formats, including the newest innovation? downloadable e-books," says Myers. "The sharp price increase instituted by Random House will limit the number of ebooks SSPL can purchase for our borrowers' enjoyment." South Shore Public Libraries card holders currently have access to currently have access to over 4,000 titles through Nova Scotia Public Libraries Digital Media Downloads site (digitalmedia.library.ns.ca).

In the past month, Random House has drastically raised the price of ebooks for sale to Libraries. For

example, a copy of Catherine the Great, Portrait of a Woman by Robert K. Massie was \$30 for libraries in January 2012, \$130 on March 1 and \$85 on March 20. An individual ordering the same title would pay \$25 through Amazon, \$22.69 through Kindle or \$20 through Random House or Google Books.

"It would be great if we could just purchase ebooks through Amazon or Random House for the lower price," says Myers. "However because we provide the books for loan, we must purchase copies of the books through a service like OverDrive, instead of purchasing copies directly."

SSPL, and other public libraries in Nova Scotia purchase ebooks through OverDrive, a leading full-service digital distributor of eBooks, audiobooks, and other digital content. OverDrive sells ebooks to publishers, libraries, schools and retailers and has access to books from more than 1,000 publishers, including Random House, HarperCollins and Bloomsbury

Over 15,000 libraries, schools, and colleges worldwide buy ebooks through Overdrive.

"SSPL works hard to spend our budget wisely, offering the greatest choice possible to readers," says Myers.

"The demand for ebooks is high. We will continue to provide ebooks to our borrowers as quickly as possible but will not purchase from Random House until they lower their prices for ebooks"

For more information on this issue, visit the Library's website [28].

Cape Breton Regional Library

All Fools Night a Great Success!

There were laughs galore at the Library's All Fool's Night! On April 14, hosts Bette MacDonald and Maynard Morrison performed to a sold out crowd at the Cedars Club. Joining them on stage were performers, Ken Chisholm, Aaron Corbett, Carolyn Dunn, Tony Hajjar, Todd Hiscock, Paul MacDougall, Stefan MacNeil, Don Munro and Joe Waye. These personalities from our community came together for an evening of fun and laughter in support of the Cape Breton Regional Library. All Fool's Night was all about fun and included music, jokes, stand-up comedy, dramatic monologues, reminisces of growing up in Whitney Pier, and special guest appearances of Mary Morrison, Martin MacKinnon, and Beulah Claxton. Sponsored by the Cape Breton Regional Library and the Friends of the McConnell Library, All Fools Night was a wonderful event that raised over \$8500 for the Library's programs and services. Thanks to a dedicated group of volunteers and support from many local businesses, the evening included a silent auction with great gifts that helped to raise funds for the Library. The Library believes in putting "fun" into fundraising.

Rosalie Gillis, Coordinator Community Support, Cape Breton Regional Library



Picture: All Fools Night Performers (left to right): Don Munro, Todd Hiscock, Joe Waye Jr, Tony Hajjar, Stefan MacNeil, Aaron Corbett, Carolyn Dunn, Paul MacDougall, Ken Chisholm (CBRL Storyteller in Residence), Bette MacDonald, and Maynard Morrison.

CBRL 2012 Teen Songwriting Contest

Cape Breton's talented youth were showcased during a Teen Songwriter's Circle held at Sydney's McConnell Library in March.

Seven finalists in CBRL's 2012 Teen Songwriting Contest had the opportunity to perform their original song 'live' for an audience and five judges. The library was honored to have singer/songwriters Carmel Mikol, Keith Mullins, Alicia Penney, Erin Phillips and Carleton Stone offer their time and experience as judges for the contest. After each performance the judges shared the floor for constructive feedback. During the intermission, winners and runners up were chosen, and before the winners were announced the contest judges took turns singing for the audience.

1st place entry was 'Surrounded by Love' by Vanna White, 2nd place was 'Middle of the Sea' written by Ramsay Drover and the 3rd place entry was 'Every Little Word' by Tess Carrigan. Runners up were, Tristan Baxter, Marc Campbell, Matthew Nicholson and Violet Ross.

It was an evening of great music and the audience left the library humming catchy tunes from future musical stars! Thanks to everyone who entered CBRL's 2012 Teen Songwriting Contest. The quality of all entries was amazing. Thank-you also to our supporters and sponsors: NS Department of Communities, Culture and Heritage, Jamie Foulds of Soundpark Studios, Long & McQuade and Peggy MacAdam of the Cape Breton Curiosity Shop.

Listen to the finalists on our website www.cbrl.ca [29].

Tara MacNeil, Programs Co-ordinator, Cape Breton Regional Library



Halifax Public Libraries

Enhanced Tools, Enhanced Customer Service

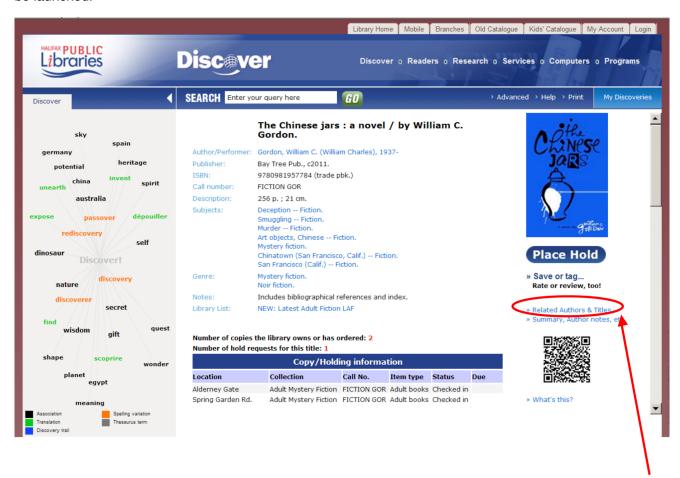
Staff at the readers' advisory desks at Halifax Public Libraries are excited about a recent improvement made to the library's social catalogue, Discover. NoveList, the authoritative readers' advisory database, is now integrated into Discover, providing a seamless

readers' advisory experience for staff and customers.

"Before NoveList was integrated into Discover, the process for doing readers' advisory involved staff searching out read-a-likes for a particular title or author on NoveList, then going to the catalogue and searching title by title to see which ones were owned by the library. This process was time consuming and could be frustrating. Now, staff and the public have the ability to search for read-a-likes using NoveList in the catalogue, allowing them to know instantly that the library owns a particular title. Customers get a list of available read-a-likes in a fraction of the time it used to take," said Bruce Gorman, director of the Central Library and regional services for Halifax Public Libraries.

Since this feature is integrated into the catalogue, customers not intentionally searching for read-a-likes will get the serendipitious experience of discovering something new while searching for specific titles. "People are used to searching for titles on Amazon and getting the list that shows related books, based on what other customers bought. NoveList takes this concept further and provides the customer with titles similar to what they are searching for based on appeals such as setting, characters, plot and more," said Bruce

Later this year, the second part of this service, Next Reads, a part of the NoveList Complete package, will be launched.



Susan McLean's Retirement

On April 20, more than 70 library colleagues gathered at the Alderney Gate Public Library in Dartmouth to pay tribute to Susan McLean, who retired after 36 years of distinguished library service.

Susan began her career fresh out of library school in the former Halifax County Regional Library and worked for the Dartmouth Regional and Halifax City Regional Library systems before all three library systems amalgamated to become Halifax Public Libraries in 1996.

Susan was the director of public services and deputy CEO of Halifax Public Libraries from amalgamation until her retirement. Recently, she was involved in such major projects as the Halifax Central Library public consultations of 2008 and 2010, the Working Together Library-Community Connections project, and the crime prevention project, Youth Opposing Gang Violence, to name just a few. Susan's reputation as a leader in the areas of public services, programming, partnerships and community engagement is recognized and appreciated by all who worked with her. She also served as president of the Canadian Association of Public Libraries from 2006 until 2008.



Congratulations on a successful career that has touched many lives. Enjoy your retirement Susan!

News from Prince Edward Island

14 reads

Public Library Service

Trina O'Brien Leggott

PLS Newsletter

The March 2012 issue of Public Library Service Newsletter is available at http://www.gov.pe.ca/photos/original/pls news.pdf [30].

Read Around the House

During March Break, families were invited to participate in our Read Around the House program. As part of this year's program, a "Read Around the House Photo Challenge" was held. Patrons were invited to post pictures of themselves or their children reading in unique places throughout March Break on our facebook page (http://www.facebook.com/PEILibrary [31]). A draw for a library tote bag was held, with this as the winning photo.



Every Child Ready to Read

Every Child Ready to Read workshops were held at public libraries in Charlottetown, Summerside and Tyne Valley. Based on current research, the Every Child Ready to Read program is a project of the Association for Library Service to Children and the Public Library Association (both divisions of the American Library Association). The hour-long workshops are designed to acquaint parents with simple ways to help their child/children develop language and other early literacy skills.

Staff News

Rebecca Ridlington has accepted the position of French Services Librarian. She succeeds Jean-François Savaria, who accepted a position with the public library service of Quebec City. Rebecca began work on February 13th. Along with her work in French Library Services, Rebecca will be helping to maintain our facebook and twitter accounts and serving as a co-coordinator of this year's One Book · One Island initiative. Rebecca's office will be at the Bibliothèque publique Dr.-J.-Edmond-Arsenault in Charlottetown. Rebecca is a graduate of the Library and Information Science program at the University of Western Ontario. She is originally from PEI and is happy to be back in her native province.

Robertson Library, University of Prince Edward Island

Suzanne Jones

In October, 2011, University Librarian Mark Leggott took a ten-month leave; Dawn Hooper stepped in as interim U.L. The Library hosted a jazz event organized by the University 100 students and the "Who Are You" Learning Community. Music was performed in the Library's lobby to an interested crowd. Warren Christopher Reeson began painting his designs on the pillars in the Library's Learning Common. Completion of this art commission will be at the end of summer 2012 – with an official unveiling in September.

[Insert picture UPEI.bmp here] In early February, the Library held a book sale, jointly coordinated with students in the Sociology and Anthropology Society. The proceeds were split between the Society and the Library. The renovations to the Library's entrance and breezeway were recently completed. The whole area is more spacious and light-filled ... so this change has been a very definite improvement! Following the completion of breezeway renovations, a screenscapes monitor promoting Library events, new resources, etc. was installed -- we've even added a video clip with sound. Take a look at what we are doing: http://upeilib.screenscape.net/ [32]

This spring, the Library participated in a Students in Free Enterprise (SIFE) UPEI project, in order to help raise money for the student food bank and other various SIFE initiatives. From March 26 – April 16, the Library's Food for Fines event ran for the sixth year. In lieu of overdue fines, the Library accepts food stuffs which are then donated to the campus Food Bank. Kudos to the Circulation staff for organizing this event every year. The Robertson Library has partnered with other memory and cultural institutions on the Island to host and deliver a Seniors College course called the Island Heritage Roadshow. It is an exploration of PEI archival documents and artifacts. The course takes place on Tuesday mornings during the months of April and May.

President's Report

2 reads

Jocelyne Thompson

The Executive met for the first time in June 2011 using Skype. Although the first meeting of the Executive has traditionally taken place in the fall of the year, the date has been dictated more by the need to meet face-to-face than by any other reason; in the past, everything came to a standstill following the annual

conference until people were back from vacation and over the hump of "back-to-school". That made sense in the pre-teleconferencing age, but it makes less sense now. Meeting in June allowed us to get some momentum. By the time we met in Halifax in September, we already had thought about our objectives for the year, established a calendar of activities to keep us on track (APLA Year-at-a-Glance), and we'd gotten to know one another at least a little bit. We were off to a good start, and although our plans were ambitious, I think we all felt a little bit less stressed just knowing where we were headed and how we would each contribute. At least, that's how I felt!

In preparing to sit down and write this report, I went back over the reports of recent presidents for inspiration. I was interested to read the following from Donald Moses's last president's column of 2010, describing a meeting of the NSCC CLA Student Chapter, at which he had spoken. Donald wrote:

Audience members provided me with some excellent feedback about what the association was doing right and should continue doing (The Bulletin, the annual conference, and support of external activities) and what we could improve on (increase learning/networking activities, be more inclusive, and build awareness about APLA and its benefits).

If we want to remain relevant, it's extremely important to listen to both our members and our potential future members and do our best to respond to their needs. I hope that some of our initiatives this year will be seen as fitting the vision that our constituency has for APLA. Three areas on which we focussed our efforts over the last twelve months include improved communications and visibility, member engagement, and advocacy. The following elaborates on initiatives in each of those areas.

Improved Communications and Visibility

First and foremost, I must credit and thank Pamela Maher, convener of our Communications and Public Relations Committee, for her fine work. Under her leadership, we now have a new look and a new website, as well as some great new swag which will be rolled out at the conference! Pamela's creativity, hard work, and dedication are admirable. It's true however that some things are a group effort, and such was the case with the website, redesigned to be both more dynamic and interactive, pushing information out to the members more effectively, while inviting them to get involved using social media. The web redesign team included Sam Cheng, Lou Duggan, David Ross, and Nicole Dixon. Thanks to all of them for their efforts on our behalf, and to Leigh Gagnier who set up and manages our Twitter account with flair. Leigh will take over from Pamela as convener of the Communications and PR Committee this year and I would like to thank her for accepting this challenge. Lastly, I must thank Larry Tweed for being our website administrator for the last two years. Larry has now stepped down and we are looking for his replacement. Do we have a volunteer?

The Bulletin remains one of the key pieces in APLA's communication strategy, and it is thriving under the co-editorship of Alexandra Brooks Robinson and Nicole Dixon. Thank you to both of them for their excellent work.

Member Engagement

Most of the initiatives I am reporting on could easily fit under more than one heading. The Twitter account, for example, plays a communications and visibility role, as well as being a tool for member engagement. The Best Elevator Speech Contest was launched both to get people thinking about advocacy and to provide an opportunity for involvement. Two other items I would like to highlight here are the nominations and elections process, and the membership recruitment campaign launched in the winter.

Although we have not held many elections in recent years, I believe they are important for member engagement. Elections are an opportunity for members to get to know the leaders in their community. Further, elections prompt reflection on the important issues, and in this busy world, we sometimes need a reason to stop and think deeply about what matters. We were very fortunate this year to have two fine candidates for the position of president/president elect, and I wish to thank both of them for accepting to run.

Of course, to have member engagement, one needs members. So I am categorizing our membership campaign as an engagement activity. Thanks to all who participated in developing that campaign and then making it a success: at the time of writing, we are counting 35 new APLA members, exceeding our goal of

30! And a big" thank you" to Ann Smith for her tireless efforts as VP Membership over the last two years.

Advocacy

Several opportunities to engage in advocacy arose in the late winter/early spring. The cuts to school libraries in Nova Scotia, the elimination by the federal government of funding for the Community Access Program (CAP), the re-introduction of a bill in support of the Library Book Rate, and Association of Universities and Colleges of Canada's model agreement with Access Copyright all followed in quick succession, making for a busy ten days of letter-writing. APLA was able to weigh in on all of these issues by distributing the task of drafting amongst willing members of the Executive and others, but it was difficult to keep up. It is clear we need new mechanisms to support APLA's advocacy efforts. To that end, an Advocacy Interest Group is being established to start the process of figuring out how best to provide support to both the Executive and the membership-at-large when action is needed.

Regular Business of the Association

The regular business of APLA keeps the Executive very busy. Thanks to all who chaired or sat on committees to evaluate applications and select winners for the General Activities Fund, the Carin Alma E. Somers Scholarship, the First Timer's Award, and the Merit Award. The provincial vice presidents are very active on many of these committees and devote a significant amount of time to this work. And I mustn't forget to thank our treasurer, Bill Slauenwhite, for keeping us on financial track; and secretary Debbie Costelo who demonstrated nerves of steel as we attempted to conduct business using Skype, and who has committed the Standing Orders to memory, or just about!

As a volunteer-run organization, APLA relies heavily on free labour. Many people have served APLA this year with dedication and distinction. I thank them all, including Julie Mayo who coordinated a successful <u>Games@theLibrary</u> [33] program last fall, and to Dacia MacDonald who has agreed to coordinate the 2012 edition. The Grow a Library Valentine's Day fundraiser was a great idea proposed by Committee member Lorraine Jackson. The Committee is busily planning a number of fundraising initiatives for the upcoming conference. And thank you to Heather Sanderson for convening the Memorial Award Committee, to Joanne Smyth for convening the Continuing Education Committee, and to Anita Cannon for continuing to serve as moderator of the APLA List. Thanks too to our interest group conveners.

Who works harder in any given year than the conference planning committee? I would like here to recognize and thank Erin Alcock and her team for giving us a fine conference last year in St. John's, and the Wolfville team led by Jen Richard and Tanja Harrison who promise to delight us with an exciting program and many innovations at our upcoming conference.

The Executive has been extremely active this year and I have been happy, motivated, and proud to work with such a fine and dedicated group. We worked hard and I hope everyone had fun. I know I did! A number of our Executive are leaving us in May. Thank you for their contributions to outgoing provincial VPs Sharon Haley-Mancini (NS), Trina O'Brien Leggott (PEI), and Tina Murphy (NL), and to VP Membership Ann Smith. Good wishes to you all. And a special thank you to Past-President Sarah Gladwell who leaves us after her three-year engagement in which she has served APLA well. Into these positions, we welcome new Executive members VP/President Elect Louise White, VP PEI Melissa Belvadi, VP NL Krista Godfrey, VP NS Ann Barrett, and VP Membership Suzanne van den Hoogen.

It has been a particular pleasure for me to work with incoming President Lou Duggan. Lou has been a great support and a wise counsellor. He has great ideas, loads of energy, and deep commitment. I am sure he will lead our association with distinction and that APLA will thrive under his leadership.

It has been an honour for me to serve APLA as President and I thank the membership for giving me this opportunity.

Past-President's Report

2 reads

Sarah J. Gladwell

Nominating Committee

The nominations committee sought candidates to fill the following vacancies for 2012-13:

VP/President-Elect, VP Membership, VP Nova Scotia, VP Prince Edward Island and VP Newfoundland and Labrador. Two nominations were received for VP/President-Elect, necessitating a vote by the membership.

Due to time constraints, issues with finding an easily used electronic means for voting anonymously and after consulting past APLA Presidents, the Executive offered members two options for casting their vote. A gmail account was created and members were invited to email their votes. It was not possible for the votes to be completely anonymous as the voter's status as an APLA member in good standing had to be verified. However, only the VP Membership (Ann Smith) and the Past-President (Sarah Gladwell) had access to the gmail account. Once the successful candidate is named, the account will be closed.

For those who preferred a more anonymous means of casting their vote, a process was created by President Jocelyne Thompson whereby the VP Membership could verify the voter was a member in good standing of APLA but the vote cast would not be associated with a name. Members were asked to place their vote in a blank envelope which was then placed in another envelope (complete with their name and return address) and mail it to the Past-President. The Past-President would then verify with the VP Membership that the person was a member in good standing, dispose of the outer envelope and count the ballot.

The new members of the executive are:

Louise White, VP/President-Elect; Suzanne van den Hoogen, VP Membership; Ann Barrett, VP Nova Scotia; Melissa Belvadi, VP Prince Edward Island; Krista Godfrey VP Newfoundland and Labrador.

On behalf of the nominations and elections committee, I would like to thank each nominee for agreeing to serve on the APLA Executive.

Grow a Library Committee - CODE

Committee members include: Lorraine Jackson, Jocelyne Thompson, Catherine Kelly, Robin Illsley, Jennifer Richard, Tanja Harrison and Bill Slauenwhite.

This year the committee adopted the Wondo Genet Reading Room in Ethiopia, South Nations & Nationalities Peoples.

New this year in fundraising is the "Join APLA...Help build libraries around the world" membership campaign which will hopefully conclude in a donation sometime in early summer. The conference committee also decided to continue with the tradition of giving a donation to CODE in lieu of speakers' gifts for the third year. Letters of thanks from CODE are given to the speakers at the end of their session.

The committee is also putting together a collection of "treasures" from each of the Atlantic Provinces for a draw at the conference. The basket may be viewed and tickets purchased from committee members at the conference. An "APLA swag and Grow a Library" table will be set up near the registration table and staffed by volunteers. I am working with Pamela Maher on the schedule, set up and take down. People may also purchase stickers and magnets, made popular by Donald Moses, for a \$5 donation.

It was suggested by an outgoing committee member that the Grow a Library committee consider supporting a Francophone library every 2 or 3 years (like the Abdoulaiye Maiga School and Community Library in Mali adopted in 2010-11) and supporting a library in an Inuit, Dene or First Nations community in Canada.

Vice-President, New Brunswick's Report

3 reads

Christin Sheridan

April/May 2012

Memberships

I continue to follow up monthly with New Brunswick members whose memberships have lapsed or are about to lapse. Posters and letters promoting APLA memberships were also distributed to library administrative offices and service points in New Bruswick in March as part of the campaign to recruit new memberships.

APLA Bulletin

I continue to encourage New Brunswick association members to submit dynamic news stories, feature articles and reviews for the APLA bulletin as the opportunity arises.

Games @ the Library

Several libraries now offer regular games programs and look forward to participating in the campaign again next year.

Vice-President, Newfoundland and Labrador's Report

2 reads

APLA 2011

The APLA Conference in St. John's was excellent and provided many interesting professional development opportunities. Thank you to the organizers for putting together a fantastic conference.

Games @ the Library

Games @ the Library was a very successful initiative again this year in Newfoundland and Labrador Public Libraries. Scrabble and chess games are continuing to be held in many branches!

Membership Renewals

As a Member of this Committee I worked to contact all Newfoundland and Labrador APLA members whose membership have expired as well as members whose membership expired three months ago. It is my hope that these efforts were successful!

APLA Bulletin

Thanks to all contributors from around the province for providing the latest and greatest from their Library and region in support of the APLA Bulletin!

Margaret Williams Trust Fund

As the APLA VP for NL, I continued to work with representatives from the Newfoundland and Labrador Library Community in the selection process for the Margaret Williams Trust Fund. The purpose of awards from the Margaret Williams Trust Fund is to promote development of librarianship in Newfoundland and Labrador by providing funds for scholarships, research, special projects, and work exchange opportunities. An announcement of winner is pending.

It has been a pleasure to serve on the APLA Executive for the past 2 years as VP for Newfoundland and

Labrador. Thank you!

Respectfully submitted, Tina Murphy

Vice-President, Nova Scotia's Report

4 reads

Sharon Haley-Mancini

Events Attended

In May 2011 I presented the APLA Prize at the Nova Scotia Community College during graduation ceremonies for students in the LIT program. The prize is awarded to a student in the LIT program who in the opinion of the faculty shows the most professional promise. The prize for 2011 was awarded to Amy LeMoine.

In September 2011 I attended the Dalhousie School of Information Management student orientation event along with Lou Duggan and Ann Smith. We worked well as a team in promoting APLA and recruiting new members.

Games @ the Library

Along with the other provincials VPs I participated in the planning and the coordinating of the <u>Games@The</u> [34] Library event held in October 2011. This APLA event continues to be popular in Nova Scotia although participation was down from the previous year due to publicity being sent out later than usual. I was successful in recruiting a new Coordinator, Dacia MacDonald who will coordinate the Games program for 2012.

APLA Bulletin

There have been significant changes to the Bulletin since beginning my term as VP. Gradually we have been moving away from soliciting news from the province and instead soliciting articles for publication. I am pleased to see the transformation of the Bulletin, especially in the last year. We continue to receive an increasing # and variety of articles received from a range of sources including public, academic and college libraries.

Membership Renewals

Each month for the past year I have contacted members whose membership has expired or is about to expire to invite them to renew their membership. Membership in Nova Scotia has risen in the last year.

Aims and Objectives

Along with the other provincial VPs I attended Aims and Objectives meetings throughout the fall and winter. A variety of issues were discussed and the committee proposed a list of recommendations. Details of these recommendations can be found in Lou Duggan's Aims and Objectives report.

APLA Membership Drive

In January and February I participated in the APLA membership drive. Our committee consisted of five members from the Executive tasked with confirming the content of the membership poster designed by Pamela Maher. The poster was used to increase awareness and membership throughout the Atlantic Provinces. Our promotion proposed a target of a minimum of 30 new members to join APLA prior to May 20th. If the target was reached, 20% of funds received through new memberships would be donated to our "Grow A Library" campaign. Posters were distributed throughout libraries in the Atlantic Provinces in February and our goal was reached before the end of April.

Scholarships/Awards

I participated in the selection process for the recipient of the Carin Alma E. Somers Scholarship along with the other provincial VPs and the incoming president. The recipient for the scholarship awarded this year was Maggie Neilson who shows a great deal of promise in the field of librarianship. As a member of the APLA Executive I also participated in the selection of the recipient of the APLA Merit Award. These decisions were very difficult as nominees for both the scholarship and the merit award included very strong candidates.

Respectfully Submitted, Sharon Haley-Mancini

April 23, 2012

Vice-President, Prince Edward Island's Report

4 reads

Games@ the Library

A number of P.E.I. libraries participated in Games @ the Library this year during Canadian Library Month. Several public libraries continue to host games events throughout the year.

APLA Bulletin

Thanks to colleagues from several Island libraries who shared their activities, news and events with APLA Bulletin readers.

Membership Renewals

As a Member of this Committee I worked to contact P.E.I. members whose memberships were about to or had already expired. I also participated in the membership drive in early 2012 and shared the literature prepared by Membership Committee members inviting new members to join.

Education

Thanks to APLA for the opportunity to host an Education Institute (EI) session in April. The Impact of Your Online Presence with Jenica Rogers was attended by a number of individuals from various institutions. The EI session was followed by a conference planning committee meeting.

With thanks to fellow Executive members for the opportunity to work with you for the past 2 years; it has been a privilege!

Respectfully submitted,

Trina O'Brien Leggott

April 25th 2012

Bulletin Co-Editors and Board of Management Report

5 reads

Alexandra Brooks Robinson and Nicole Dixon

This year saw Ian Gibson finish his mandate as Co-Editor in August 2011. Nicole Dixon began her mandate at this time. Highlights from the year included:

- Migrating the Bulletin to the new APLA web site platform (in collaboration with the Publicity and Public Relations Committee and Webmaster).
- Publishing 15 book reviews and feature articles over five issues an average of three articles per issue.
- Working with the Provincial VPs and the rest of the Executive to further investigate the strengths, weaknesses, and opportunities afforded by the Bulletin's format.
- Working with the Aims and Objectives Committee and the Past-President to recommend changes to the Standing Orders affecting the Bulletin.

Statistical highlights from the web version of the Bulletin include (since the new site was launched):

- 1003 hits on the main Bulletin page (6th most overall for the site)
- 865 on the TOC for 75 Issue 2 January 2012
- 666 on the TOC for 75 Issue 3 March 2012
- 601 APLA Bulletin Submission Guidelines

Upcoming projects to be tackled by the Bulletin Management Board and the Co-Editors prior to the completion of Alexandra Brooks Robinson's mandate include:

- Updating the Bulletin publishing information for both volumes and issues in light of the web site changes.
- Creating a style guide for the Bulletin.
- Creating succession documentation to ensure a smooth transition between Co-Editors.

We would like to thank all those who submitted articles for inclusion in the Bulletin this year; the members of the Executive who worked with us to further develop a more current vision for the Bulletin; and the readers for taking the time to look over our handiwork.

Respectfully submitted, Alexandra Brooks Robinson and Nicole Dixon Co-Editors, APLA Bulletin

May 3, 2012

NSCC Report

2 reads

Joanne Hodder May 8, 2012

The past academic year was a busy and very successful year for the NSCC Library and Information Technology (LIT) Program. To start, we would like to thank our library and information industry partners across Canada for their on-going support of our program our students. Without your leadership our learning environment would not be as rich in quality as currently experienced.

Our program continues to be supported by three full-time faculty members, Joanne Doucet, MLIS; Joanne Hodder, MLIS; and Harvey Ratchford, MLIS, and a dedicated group of adjunct faculty members.

Our 2011 – 2012 enrolment numbers are in line with previous years and are as follows:

- 25 first year full-time students in our on campus stream.
- 24 second year full-time students in our on campus stream.
- 119 active students in our on-line stream, which includes 55 new students as of May 2012.

New Course - Winter 2012

We have just concluded our first on campus offering of our newest course: 'Introduction to Archives', and foresee this course being available on-line during the 2014 academic year. The instructional lead for this course was Karen White, Archives Advisor with the Council of Nova Scotia Archives.

Patrick Power Library, Saint Mary's University, Student Assistant Cataloguing and Metadata Services

We are proud to announce that Katie Quinn, a 1st year LIT student, was the recipient of this year's Patrick Power Library, Saint Mary's University, Student Assistant Position in Cataloguing and Metadata Services.

Anywhere Apps

This service has now been integrated into both our on campus and on-line program streams enabling our students to access standard and specific software required for their learning purposes, as well as exposing our students to the world of cloud computing.

On-line Program Stream Orientation

We once again started out the academic year by hosting our annual NSCC LIT Program Orientation strictly for our on-line students. The response was wonderful, and the discussions and learning which occurred surpassed our expectations.

Work Experience Placements

During the 2011 – 2012 Academic year, we have continued to receive positive industry support for our program, and we successfully placed across Canada. Thank you all for your ongoing support for our students and our program.

Professional Learning

At this time, we would also like to make a special mention of the Dalhousie University School of Information Management's annual conference, '*Information Without Borders*'. For the past four years the NSCC School of Business has fully sponsored our 1st year and 2nd year LIT students to attend this Conference. We have observed during this time that this Conference provides an immediate benefit in terms of industry understanding and inclusiveness for our students, both in the classroom and on the job site.

CLA Student Chapter Activity

Industry Associations Presentations

Our chapter invited representatives from the following associations to speak to LIT students about the benefits of joining industry associations

- APLA Lou Duggan, Vice President
- ARMA Courtney Bayne, President
- ISC: Indexing Society of Canada Linda Lefler
- NSLA Denise Corey, President

Guest Speakers

• Mr. Ray Fernandes with the Nova Scotia Department of Education presented on the Education Media Librarian.

Student Awards

The following students have been recognized for their leadership both academically and/or for their commitment to the LIT program, fellow students, and their studies during the 2011 – 2012 year:

Atlantic Provinces Library Association Award

Recipient: Shawn Meagher

Nova Scotia Association of Library Technicians Award

Recipient: Janet Harrison

Nova Scotia Library Association Award

Recipient: Dea Nieuwejaar

 NSCC LIT Program Award – Student Recognition Award for Outstanding Contribution to the Program

Recipient: Mollie Thompson

NSCC School of Business – Student Recognition Award for First Year Students 2012

Recipient: Katie Quinn

NSCC School of Business – Student Recognition Award for Graduating Students 2012

Recipient: Oliver Hahn

Recipient: Terrance Scanlan

Respectively submitted by, Joanne Hodder On behalf of the NSCC LIT Faculty Working Group

VP Membership's Report

2 reads

Ann Smith

Summary of Membership Numbers

It gives me great pleasure to report that we not only met but also exceeded our membership revenue figure as described in The Treasurer's Report. Our overall membership numbers are healthy at 360 (see Table 1, page 2). I am delighted to report we have 122 new memberships this year (see Table 2, page 2). This is an increase from last year, when we recruited 97 new memberships. The majority of our members remain personal members (see Table 3, page 2). Joint memberships are one of our fastest growing categories, and our joint memberships have increased, again (See Table 3, page 2). The distribution of memberships by region is similar to previous years, with Nova Scotia and New Brunswick containing the majority of members, followed by Newfoundland and Prince Edward Island (see Table 4, page 2). Nova Scotia is doing particularly well this year, which in part is due to the location of our conference. The majority of our members remain professional librarians, with library support staff and students making up a significant minority of members. Our student membership has increased this year to 68 members (see Table 5, page 3). Our institutional memberships have increased again, and we now have 30 memberships (see Table 6, page 3); the last time we had this number of institutional memberships was in 2002!

The Membership Committee

The Membership Committee has been busy again this year and met twice to discuss strategies for the recruitment and retention of members. This year the Membership Committee, and Pamela Maher, the Convener of the Communications and Public Relations Committee, focused on our new membership drive. Lou Duggan, Sharon Haley-Mancini, Christin Sheridan, Tina Murphy, Trina O'Brien Legott, Pamela Maher, Bill Slauenwhite, and Jocelyne Thompson were a proactive, positive, and dynamic group. The results are reflected in the membership figures. Thank you!

Table 1

A comparison of the types of membership between May 2012 and April 2011

Date	May 2012	April 2011
Total Number of Active Memberships	360	379

Table 2

Total Number of New Memberships by Province from May 2011 to May 2012

Province	NB	NL	NS	PE	Other	Total
Total Number of New Memberships	15	16	85	2	4	122

Table 3

A comparison of types of memberships between May 2012 and April 2011

Memberships	May 2012	April 2011
Personal*	249	281
Life/Honorary Life	31	33
Joint	42	29
Institutional	30	27
Complimentary	8	9
Total Number of Active Memberships	360	379

^{*}Includes student memberships

Table 4

A comparison of memberships by Location between May 2012 and April 2011

	May 2012	April 2011
NB	75	112
NL	46	46
NS	202	177
PE	22	24
Other or Unstated	15	20
Total	360	379

Table 5

A comparison of Personal Members by Type between May 2012 and April 2011

	May 2012	April 2011
Librarian	201	222
Library Support Staff	42	50
Student	68	56
Consultant	1	1
Other	3	8
Unstated	7	6
Total*	322	337

^{*}This figure excludes institutional and complimentary memberships

Table 6

A comparison of Institutional Members by Type of Institution between May 2012 and April 2011

Туре	May 2012	April 2011
Academic Library	15	12
Library Business	0	1
Public Library	10	10
Special Library	4	3
Other	1	1
Total	30	

Ann Smith VP Membership May 2012

Aims and Objectives Committee Report

4 reads

Lou Duggan

Committee members:

- Lou Duggan (Chair; VP / President Elect)
- Sharon Haley-Mancini (VP Nova Scotia)
- Tina Murphy (VP, Newfoundland and Labrador)
- Trina O'Brien Leggott (VP, Prince Edward Island)
- Christin Sheridan (VP New Brunswick)
- Ann Smith (VP Membership)

Invited guests:

- Alexandra Brooks Robinson (Bulletin Co-Editor)
- Nicole Dixon (Bulletin Co-Editor)
- Pamela Maher (Communications and Public Relations)

Kelly Moore (Executive Director, CLA)

Introduction

The Aims and Objectives Committee met five times to review how well the various programs of the association help to fulfill the aims and objectives of APLA, as defined for the purposes of this review by the objectives, mission, and strategic goals of the Association.

For the purposes of this review, "programs" included the following: all grants, awards, scholarships, interest groups, communications and promotions, the conference and the Bulletin. Each was discussed, and guests were invited where applicable. For example the discussion of interest groups included Kelly Moore, who shared with us the rationale of CLA's restructuring of their interest groups.

The minutes of each meeting are available upon request, and will be filed with the secretary for archiving. For the purposes of this report, only recommendations from the Aims and Objectives Committee to the APLA Executive are included.

Grants, Awards and Scholarships

Memorial Award

Reports from winners of this award to the APLA Bulletin are not consistent. The committee recommends that a more formal reporting mechanism be put in place, and follow-up be made a duty of either an executive member or the Bulletin editors.

Merit Award

The committee requests that the Executive review the wording for the jury membership. A clear definition of the makeup of "The Executive" is needed.

APLA Prize

The committee requests that the Executive review the amount of the prize and consider raising it from the current amount of \$500.00. It is understood that this will have to wait until the 2013 budget at the earliest.

First Timer's Conference Travel Grant and Somers Scholarship

The committee requests that the Communications and PR committee review the promotion for this grant and scholarship as a means of reaching more non-members, but potential members.

Interest Groups (IGs)

APLA should consider taking ideas from CLAs network model in terms of the IG formation and disbanding.

Terms of Reference must be made by founding members, and a minimum number of founding members should be required

No indefinite time limit. Some mechanism for deciding when an IG will be disbanded should be put in place (e.g. if there is no convenor)

The convenor's role and the support of the Executive should be clarified. The executive should only support a new group in terms of setup for a listserv, etc. the running of business of the group (or establishing terms of reference or encouraging membership, etc.) is not the responsibility of the Executive.

The committee recommends that

- A survey be conducted Work with the current convenors to make this happen?
- Guarantee IGs time at the conference, although they must create their own agenda.
- Help with advertising and communications in a more formal way
- Communicate that IGs are able to propose projects that will cost money.

APLA Bulletin

The APLA Bulletin should evolve itself to be primarily a vehicle for professional (non-academic) publishing rather than a source of news. This has been the natural trend in the past 12 months. Peer-review should not be explored.

Question to Executive: There has been a scarcity of submissions for "news from the provinces". Should we totally cut the News sections, or at least stop soliciting News and only publish if it is submitted?

The committee recommends changing the publication pattern from 5 issues / year to quarterly. A resolution for the OGM will be drafted.

The Interest Groups should be encouraged to each write a report or offer some content at least once per year.

The Advertising Editor Position has been officially abolished.

Communications and Public Relations

The terms of reference for this committee should be examined.

Since these are part of the standing orders they will require a resolution.

Regular tasks of the convener of the Communications and PTR Committee should be spelled out in the procedures manual.

The committee recommends having money set aside in each budget for promotions.

- \$1000 was set aside for 2012, but this should be recommended to the finance committee as an annual expenditure rather than a special projects amount.
- More was spent in 2011-2012 for merchandise containing the new APLA logo, but this should be largely recouped through sales at the conference.
 - Any sales of swag should be cost recovery.

The objectives of promotions should be

- Raising membership numbers
- Encouraging more applications for our awards, grants and scholarships.
- Broadening the focus of our target market out to promote ourselves to the general public
 - Programs like Games @ the Library are good examples.
 - APLA should promote these kinds of programs even if they are only for one province (like "One book, One province" programs)
- APLA should explore methods for measuring the effectiveness of our promotions, or tying them specifically to membership numbers.

Conference

The committee recommends that the APLA conference should always be arranged as a joint conference with CLA whenever possible.

Ways to make the OGM more palatable, such as shortening the time-frame, dispelling with many of the reports that do not have pressing business, etc. should be explored in order to encourage participation and more frequently achieve quorum.

Respectfully submitted April 22, 2012, Lou Duggan VP / President Elect and Committee Chair

Committee on Committees and Interest Groups Report

5 reads

The Committee on Committees and Interest Groups did not meet formally in the 2011-2012 year. However, at least three items require reporting.

Communications and Public Relations Committee

The Communications and Public Relations Committee did a fabulous job in 2011-2012 under Pamela Maher. A complete rebranding of the association took place, with a new website and improved social media communications plan. Merchandise with the new brand will be available at the 2012 conference in Wolfville. Thanks to Pamela who did a wonderful job of planning, graphics and project management.

Leigh Gagnier of NSCC has been appointed to take over as convener at the 2012 OGM.

As the website redesign progressed and the ease of submitting news and advocacy items through the blogs by the members of the Communications and PR committee became apparent, the need for a formal webmaster position on the executive appears somewhat unnecessary. We do require some member who can upload large files when required or make small changes to the cascading style sheet, however this work has been minimized by the new design. Since Larry Tweed has stepped down as webmaster this spring the position of webmaster will be left vacant – to be reassessed before the 2013 OGM. Duties of website maintenance will remain with the Communications and PR committee convener and the members of the website redesign committee who will continue to make small upgrades throughout the 2012-13 year.

New Interest Group on Advocacy

Significant changes to the funding and support of libraries by governments at the federal and provincial level in 2011-2012 have increased the need for APLA to be more proactive and nimble in responding to advocacy issues. A new Interest Group will be formed after the 2012 OGM tasked with background research on advocacy issues, that will help the APLA Executive respond to these issues quickly and intelligently.

Term of Reference for this Interest Group will be drafted at its first meeting. The initial membership will be:

Jocelyne Thompson (Convener)
Bill Slauenwhite
Pamela Maher
Sarah Gladwell
Trina O'Brien-Leggott
Tina Murphy
Christin Sheridan
Lou Duggan

Active participation in this Interest Group by the membership is strongly encouraged.

Interest Groups Expiration

Participation in some the longstanding Interest Groups has continued to wane. Several of the IG conveners will require replacement after the 2012 OGM. Two measures will be taken as a last attempt to continue these IGs:

1. The current IG conveners will hold a session at the 2012 conference in an attempt to renew participation.

2. An amount of \$800.00 has been proposed in the 2012-13 budget to help IGs with programming.

It is recommended that the incoming VP / President Elect be tasked with creating a formal plan for the continuance, adjustment or expiration of the current IG system, for the 2013 OGM.

Important note: the need for a Francophone Interest Group to assist the Executive with matters of translation and communication to all members is an important consideration.

Respectfully submitted May 8, 2012. Lou Duggan VP / President Elect and Committee Chair

Public Relations and Communications Committee Report

2 reads

Convenor: Pamela Maher Director Université Sainte-Anne pmaher@dal.ca [35] 902-769-2114 ext. 7161

2011 Summary

I have now completed my second and final year as Convenor for the Public Relations and Communications Committee (hereafter called PRCC) for APLA. The following projects were completed during my second year as convenor:

- The APLA website has been completely redesigned. See the APLA Website Redesign Report 2011-2012 for information.
- The PRCC redesigned the APLA logo, which was launched in early November 2011.
- The PRCC purchased swag for fundraising and promotion. Swag includes: hats, t-shits, tea, soap, and bookmarks, all with APLA branding.
- The PRCC worked to create a more visible and active social media, including Facebook, Twitter, and LinkedIn. Leigh Gagnier has been managing the Twitter account.
- Some other APLA communications were created and fielded by the PRCC, including participation in a membership drive campaign.
- As convener, I participated in 2012 APLA Conference Planning as a member of the conference Promotions and Public Relations team. We designed a theme, logo, and will be designing other materials before the conference.

PRCC Membership

After several attempts to find people willing to participate actively in this committee, it should be noted that those previously indicating that they wanted to participate no longer wish to be involved. For future reference, the work of this committee is better served on an ad hoc basis, with team members working on specific projects (like Twitter, the website redesign, and the membership campaign).

Report for Bulletin

This report has been submitted to the APLA Bulletin for publication before the annual conference in Wolfville, NS.

Convenor Role

A PRCC Convener's Guide has been prepared for the next convener. This Guide contains timelines, guidelines, passwords for various tools, etc.

In the coming months, the PRCC Convener should receive a guide for the new website. This information should also be transferred to the new Website Administrator.

Recommendations

It is recommended that:

- The next Convener follow the guidelines in the PRCC Convener's Guide in order to assure dynamic and streamlined communication.
- The next Convener sell the APLA Tea before other swag items due to the temporary nature of this swag item. It is also recommended that the Convener identify potential ways of selling swag (other than at the annual conference).

Suggestions for Future Projects

- Membership campaign
- · Banner design
- · Social media competitions

Respectfully submitted April 24, 2012, Pamela Maher Communications and Public Relations Committee Convener

Website Report

8 reads

Pamela Maher

With the re-branding of the Association a redesign of the website was imperative for 2011-12. Once again Drupal was used as the content management system. The redesign committee included Pamela Maher (USteAnne), Sam Cheng (NSCC), David Ross (UNBSJ) and Lou Duggan (SMU).

The new site includes improved blogs for news stories and advocacy items, along with increased visibility of social media tools (Facebook, Twitter, LinkedIn, and the traditional listserv) for more streamlined and effective communication to the membership.

To respond to user feedback, we made certain elements from the previous website identified as most useful more prominent on the new site. The new site thus puts the Conference and the APLA Bulletin front and center. It was also a priority to make joining APLA more important on the new site.

Advocacy has now become a major element of the new site, with regular blog posts that get posted to the Advocacy page on the website and which feed into the News and Events blog. This streamlining of communication has already proved very effective.

Space on the front page of the website has been allotted to put a 'Spotlight' on our Libraries'. At each page refresh a library is chosen at random to be highlighted. Any libraries wishing inclusion may submit a photo and brief description to the Communications and PR Committee.

The site was launched at the beginning of February 2012.

Respectfully submitted April 23, 2012, Pamela Maher Communications and Public Relations Committee Convener

Carin Alma E. Somers Scholarship Report to the Membership

2 reads

Lou Duggan

The Carin Alma E. Somers Scholarship Committee is composed of the Vice-President/President-Elect [Lou Duggan] and the Provincial Vice Presidents [Christin Sheridan (NB), Tina Murphy (NF), Sharon Haley-Mancini (NS), and Trina Obrien-Leggott (PE)].

The scholarship fund was reinvested in June 2011 to a new GIC. The interest that will make up the 2012 award amounts to approximately \$1850.00. For explanation and precise amounts please refer to the Treasurer's financial statement.

The committee received 4 applications for the scholarship. The applicants all showed excellent academic backgrounds and professional promise. The applications also demonstrate the intense financial need of many of Atlantic Canada's MLIS candidates, making this award a welcome reprieve for at least one deserving student.

After individual review of the applications and rating by the Provincial Vice Presidents and the President Elect, there was no unanimous winner, thus demonstrating the impressive number of high-quality students being attracted to the library profession. After some discussion a consensus was reached by the committee and Maggie Neilson, a native of Fredericton New Brunswick, was selected as this year's winner.

Ms. Neilson holds a diploma in Youth Care from the New Brunswick Community College, and has recently completed a Bachelor of Science (Agriculture) majoring in Animal Science at the Nova Scotia Agricultural College (NSAC). During her studies at NSAC, Ms. Neilson worked at the MacRae Library while steadily increasing her academic performance - being selected for the President's List in both of her final two years leading to graduation. Her unique educational background should make her a very desirable library employee in the future. Maggie adds the Carin Somers Scholarship to a growing list of awards and accomplishments, and the APLA executive are glad to support her as she begins her studies at Dalhousie University's School of Information Management in September, 2012.

Respectfully submitted April 22, 2012, Lou Duggan VP / President Elect and Committee Chair

Draft Agenda for the OGM

2 reads

Atlantic Provinces Library Association 73rd Ordinary General Meeting Wolfville, NS Thursday May 24, 2012 4:30pm - 6:00pm Friday May 25, 2012 12:30pm - 1:30pm

- 1. Call to Order; Introduction of Head Table
- 2. Establish Quorum
- 3. Adoption of Agenda
- 4. APLA Meeting Rules
- 5. Minutes of the 72nd Ordinary General Meeting, Saint John's, NL, May 17 & 18, 2011
- 6. Business Arising from the Minutes
- 7. President's Report J. Thompson

12-05-10 10:36 AM

- 8. Past President's Report S. Gladwell
- 9. Vice-Presidents' Reports
 - 9. New Brunswick C. Sheridan
 - 9. Newfoundland & Labrador T. Murphy
 - 9. Nova Scotia S. Haley-Mancini
 - 9. Prince Edward Island T. O'Brien Leggott
 - 9. Membership A. Smith
- 10. Financial Examiner
 - 10. Report 2011/2012 P. Glenister
 - 10. Appointment of Financial Examiner, 2012/2013 B. Slauenwhite
- 11. Treasurer B. Slauenwhite
 - 11. Report 2011/2012
 - 11. Budget 2012/2013
- 12. Report of the APLA Bulletin Editors and Bulletin Management Board A. Brooks Robinson, N. Dixon
- 13. Aims & Objectives Committee L. Duggan
- 14. Committee on Committees and Interest Groups L. Duggan
- 15. Finance J. Thompson/B. Slauenwhite
- 16. APLA Memorial Award H. Sanderson
- 17. Carin Alma E. Somers Scholarship L. Duggan
- 18. Communications and Public Relations P. Maher
- 19. Continuing Education Committee J. Smyth
- 20. Nominations and Elections S. Gladwell
- 21. Interest Group Reports
 - 21. Collections Development C. Perry
 - 21. Computers and Connectivity S. Cheng
 - 21. Francophone E. Comeau
 - 21. Information Literacy A.R. Horsman21. Library Technicians K. Darby

 - 21. New Librarians and Information Professionals vacant
 - 21. Youth Services vacant
- 22. Grow a Library Report S. Gladwell
- 23. Revisions to Standing Orders
 - 23. Standing Order 2.03 (re: membership fees)
 - 23. Standing Order 5.06 (re: Bulletin management board)
 - 23. Standing Order 6.03 (re: Communications & Public Relations Committee)
 - 23. Standing Order 8 (re: APLA Bulletin and other Publications)
- 24. APLA Archives Report- J. Richard
- 25. Report of CLA Copyright representative S. Cheng
- 26. Annual Conferences -- Reports
 - 26. St. John's, NL 2011 E. Alcock
 - 26. Wolfville, NS 2012 J. Richard
 - 26. Prince Edward Island 2013 T. O'Brien Leggott
- 27. Unfinished Business
- 28. Resolutions
- 29. Dalhousie University, School of Information Management Update L. Spiteri
- 30. Nova Scotia Community College Library Technician Program Update J. Hodder
- 31. Inauguration of Incoming President
- 32. Adjournment

Minutes from the 17-18 May 2011 Meeting (Draft)

2 reads

Atlantic Provinces Library Association 72nd Ordinary General Meeting St. John's, NL Tuesday, May 17, 2011, 4:30pm-6:00pm (Part 1)

28 of 37

1. Call to Order; Introduction of Head Table

Called to order at 4:45pm; S. Gladwell (President); J. Thompson (Vice President/ President Elect); Lori McCay-Peet (Secretary); John Teskey (Parliamentarian)

2. Establish Quorum

46 present or by proxy

3. Adoption of Agenda

The Vice President/President Elect report will be added as item 8.a. K. Darby, convenor of the Librarian Technicians Interest Group is unable to attend OGM Part 1 and therefore item number 22.5 will be moved to the OGM Part 2.

Moved by John Wayland, seconded by I. Gibson

Motion carried

- 4. APLA Meeting Rules
- 5. Minutes of the 71st Ordinary General Meeting, Saint John, NB, May 14 & 15, 2010

Approval minutes moved by D. Moses, seconded by T. O'Brien Leggott

Motion carried

- 6. Business Arising from the Minutes
- 7. President's Report S. Gladwell

Report submitted

Correction to the report: "John Tetford" should read "Shawn Tetford"

- S. Gladwell announced the winners of the APLA grants and awards. Amy Paterson of Dalhousie University was on hand to accept the First Timer's Grant. The APLA prize for Dalhousie SIM was awarded to Leah Brisco while the APLA Prize for NSCC Library and Information Technology Program was awarded to Amy LeMoine. S. Haley-Mancini will present these two prizes to the recipients at a later date.
 - 8. Past President's Report D. Moses

Report submitted

8.1 Standing Order revisions

Revisions to Standing Orders were proposed.

- 3.15 Standing Order Revision: Annual conference surplus
- 3.15 Should a surplus be generated from the annual conference, it shall be distributed as follows:
- (1) 50 percent will go to general revenue;
- (2) 50 percent may be used to maintain the health of the APLA Memorial Awards Fund and/or the First Timers Grant Fund and/or general revenue with the division to be based on the recommendation of the Finance Committee and approval of the Executive.

Moved by D. Moses, seconded by S. Kilfoil

Motion carried

6.04 Standing Order Revision: Continuing Education Committee

Membership: The Committee shall include the Chair, the APLA President and Vice President/President Elect, as well as a minimum of three additional members. These members shall represent various types of libraries. Members may serve up to three years.

Terms of reference:

- 1. To identify continuing education needs and opportunities within the region;
- 2. To develop continuing education content in response to identified needs;
- 3. To liaise with the Partnership's National Continuing Education Committee and collaborate in the joint development of high quality continuing education programs;
- 4. To work with the Partnership's Education Institute in the planning of content offerings, including Atlantic content;
- 5. To publicize continuing education opportunities and promote the Partnership's Education Institute through the APLA website, Bulletin and listserv;
- 6. To solicit articles on the subject of continuing education for the APLA Bulletin; and
- 7. To contribute ideas and coordinate sessions for the APLA Conference.

Moved by D. Moses, seconded by I. Gibson

Motion carried

8.a Vice President/President Elect Report

Report submitted

- 9. Vice-Presidents' Reports
 - 9. New Brunswick S. Kilfoil

Report submitted

9. Newfoundland & Labrador - T. Murphy

Report submitted

9. Nova Scotia - S. Haley-Mancini

Report submitted

9. Prince Edward Island - T. O'Brien Leggott

Report submitted

9. Membership - A. Smith

Report submitted

10. Financial Examiner

10. Report 2010/2011 - P. Glenister

Report submitted

L. Duggan moved acceptance of the report, seconded by S. Kilfoil

B. Slauenwhite moved an amendment be made to the report: the last line of the report, "No award was made in 2010," should be removed. This was inadvertently carried over from last year's report.

Seconded by S. Kilfoil

Motion carried

10. Appointment of Financial Examiner, 2011/2012 - B. Slauenwhite

Report submitted

B. Slauenwhite moved acceptance of the report, seconded by I. Gibson

Motion carried

- S. Gladwell thanked Peter Glenister for being Financial Examiner and continuing as Financial Examiner for another year
 - 11. Treasurer B. Slauenwhite 11. Report 2010/2011

Report submitted

B. Slauenwhite moved acceptance of the report, seconded by S. Cleyle

Motion carried

11. Budget 2011/2012

Budget submitted

B. Slauenwhite moved acceptance of the budget, seconded by D. Bourne-Tyson

Motion carried

It was pointed out that the budget line "Dal. SLIS prize" should read "Dal. SIM prize"

12. Report of the APLA Bulletin Editors and Bulletin Management Board – I. Gibson, A. Brooks Robinson, K. Wooshue

Report submitted

13. Report of the APLA website administrator – L. Tweed

Report submitted

14. Aims & Objectives Committee - J. Thompson

No report submitted

15. Committee on Committees and Interest Groups – J. Thompson

Report submitted

15. Dissolution of the Continuing Education and Conservation of Library Materials Interest Groups

Corrections to the report indicated by J. Thompson: report should read "New Librarians – vacant" and there is no longer a Conservation of Library Materials Interest Group

16. Finance – S. Gladwell/B. Slauenwhite/J. Thompson

Covered in Treasurer's report (Agenda item 11)

17. APLA Memorial Award - E. Alcock

Winner of this year's APLA Memorial Award is Xuemei Li (St. Mary's University). Xuemei Li was not able to attend, L. Duggan accepted on her behalf.

18. Carin Alma E. Somers Scholarship – J. Thompson

Report submitted

- J. Thompson presented this year's Carin Alma E. Somers Scholarship to Courtney Lundrigan
 - 19. Communications and Public Relations P. Maher

Report submitted

20. Continuing Education Committee - E. Alcock

New convenor for this committee announced by E. Alcock: Joanne Smyth.

21. Nominations and Elections - D. Moses

Report submitted

- D. Moses announced incoming members of the Executive: Lou Duggan, Vice President/President Elect (SMU); Christin Sheridan, VP New Brunswick (Public Services Librarian, York Library Region, Fredericton, NB); and Debbie Costelo, secretary (NSCC)
- 22. Interest Group Reports22. Collections Development C. Perry

No report submitted

22. Computers and Connectivity – S. Cheng

No report submitted

22. Francophone - E. Comeau

No report submitted

22. Information Literacy – A.R. Horsman

No report submitted

22. Library Technicians - K. Darby

[Agenda item moved to OGM Part 2]

- 22. New Librarians and Information Professionals vacant
- 22. Youth Services vacant
- 23. Grow a Library Report D. Moses

Report submitted

- D. Moses thanked those serving on the committee and those who helped make it a success
- 24. APLA Archives Report- J. Richard

The APLA Archives remains at Acadia and is still using Contentdm (OCLC's Digital Collection Management Software). There has been some discussion surrounding moving the collection to the Digital Repository in PEI. Materials from Penny Logan (past Treasurer) and from Norman Horrocks (School of Information Management) have been received and will be added to the archives.

25. Report of CLA Copyright representative – S. Lloyd

No report submitted

26. Annual Conferences -- Reports 26. Saint John, NB 2010 - J. Cunningham & J. Fraser

Report submitted

26. St. John's, NL 2011 - E. Alcock

More than 150 delegates in attendance

26. Wolfville, NS 2012 - J. Richard

Jennifer Richard is Chair and Tanya Harrison is Programme Chair of next year's APLA conference, May 22-25, 2012. The theme for the conference is "Discovering Hidden Treasures." They have 15-25 volunteers for the conference to date. There has been some discussion surrounding a possible change to the conference format involving shorter sessions. A welcoming video is available online http://library.acadiau.ca/APLA2012 [36]

26. TBD 2013

Executive is currently looking for the next APLA conference location

- 27. Unfinished Business
- D. Moses announced Elaine MacLean is this year's Merit Award winner
- S. Gladwell adjourned meeting at 5:27 pm

Atlantic Provinces Library Association 72nd Ordinary General Meeting St. John's, NL Wednesday, May 18, 2011, 4:30 pm-6:00 pm (Part 2)

- 1. Called to order at 4:36 pm; S. Gladwell (President); J. Thompson (Vice President/ President Elect); Lori McCay-Peet (Secretary); John Teskey (Parliamentarian)
- 2. Establish Quorum
- 47 present or by proxy
- 22.5 Library Technicians K. Darby
- K. Darby proposed a name change to the interest group to "Library Assistants and Library Technicians" to reflect similar movements across country to include library assistants in associations. There is a certification process that is being developed for library assistants and technicians.
 - 28. Resolutions
- S. Gladwell introduced the following courtesy resolution:

Be it resolved that APLA extends its appreciation to the members of the St. John's conference organizing committee, the speakers, exhibitors, sponsors and all who have contributed to the success of this

conference.

Qu'il soit résolu qu'APLA exprime son appréciation aux membres du comité organisateur du congrès de Saint-Jean de Terre-Neuve, aux conférenciers, aux exposants et à tous ceux qui ont contribué au succès du congrès.

29. Dalhousie University, School of Information Management Update - L. Spiteri

Report submitted

30. Nova Scotia Community College Library Technician Program Update - J. Hodder

Report submitted

31. Inauguration of Incoming President

S. Gladwell thanked the outgoing members of the Executive: L. McCay-Peet, I. Gibson, K. WooShue, S. Kilfoil, and D. Moses. S. Gladwell passed the gavel to J. Thompson and wished her all the best. J. Thompson encouraged everyone to go to the banquet to be held this evening and dance.

32. Adjournment

Meeting adjourned at 4:47 pm.

Notice of Motions from the OGM

3 reads

Proposed Changes to Standing Orders

The APLA Executive will be bringing a motion to eliminate or revise Standing Orders relating to the APLA Bulletin at the 2012 OGM. This will affect the following Standing Orders: 2.03, 5.06, 6.03 and all of 8.

Standing Order 2.03 currently reads:

A percentage of each personal and institutional membership fee, not to exceed 50 percent of the fee, may be allocated to the support of the official publication of the Association.

It is proposed that this Standing Order be eliminated.

Standing Order 5.06 Bulletin Management Board currently reads:

Membership: The convener shall be the Editor. The members shall be the editors of the Bulletin, and the Provincial Vice-Presidents.

Terms of reference:

- to arrange for the publication of the APLA Bulletin with a special concern for:
- promptness of publication
- format
- adequacy of distribution
- adherence to budget limitations
- development of advertising revenue

- to solicit material for inclusion in the APLA Bulletin
- to recommend to the Executive the appointment of the Editors of the Bulletin

The proposed wording:

Membership: The conveners shall be the Co-Editors. The members shall be the Co-Editors of the Bulletin, PR/Communications Committee Convener(s) and the Provincial Vice-Presidents.

Terms of reference:

- to arrange for the publication of the APLA Bulletin with a special concern for:
 - promptness of publication
 - format
 - adequacy of distribution
 - adherence to budget limitations
 - development of advertising revenue
- to solicit material for inclusion in the APLA Bulletin
- to recommend to the Executive the appointment of the Co-Editors of the Bulletin with the terms being staggered so at least one Co-Editor has a year of experience and the Bulletin Advertising Editor position is eliminated

Standing Order 6.03 Communications and Public Relations Committee

The current wording is:

Membership: The convener shall be appointed by the Committee on Committees and Interest Groups for a two-year term. Membership shall include the following: APLA President, APLA listserv postmaster, Vice-President for Membership, editor of the APLA Bulletin, webpage editor, and convener of the Francophone Interest Group. The committee may include other members.

The proposed wording:

6.03 Communications and Public Relations Committee

Membership: The convener shall be appointed by the Committee on Committees and Interest Groups for a two-year term. Membership shall include the following: APLA President, APLA listserv postmaster, Vice-President for Membership, Co-editor(s) of the APLA Bulletin, webpage editor, and convener of the Francophone Interest Group. The committee may include other members.

Standing Order 8 APLA Bulletin and Other Publications

The current wording is:

- 8.01 All publications, proceedings, and communications emanating from APLA shall be expressed in non-sexist language.
- 8.02 The format of the APLA Bulletin shall be determined by the Bulletin Management Board; the frequency shall be 5 times a year; the contents shall include news, short articles, items of regional interest, job advertisement display, brief notes of publications received, and material of similar nature to this format; and for the benefit of serials librarians everywhere the APLA Bulletin shall not change its title.
- 8.03 The minutes of the previous ordinary general meeting and reports from committees, interest groups and Executive members for the current year shall be published in the pre-conference issue of the APLA Bulletin and the resolutions from ordinary general meetings shall be published in the APLA Bulletin following the meeting.
- 8.04 The subscription rate for the APLA Bulletin shall be established by the Executive on the recommendation of the Bulletin Management Board.

8.05 Members, institutions and others may purchase any other publications at prices set by the Executive.

The proposed wording:

- 8.01 All publications, proceedings, and communications emanating from APLA shall be expressed using non-sexist respectful language.
- 8.02 The format of the APLA Bulletin shall be determined by the Bulletin Management Board; the frequency shall be 5 4 times a year; the contents shall include, but are not limited to news, short articles, items of regional interest and book and media reviews, job advertisement display, brief notes of publications received, and material of similar nature to this format; and for the benefit of serials librarians everywhere the APLA Bulletin shall not change its title.
- 8.03 The minutes of the previous ordinary general meeting and reports from committees, interest groups and Executive members for the current year shall be published in the pre-conference issue of the APLA Bulletin and the resolutions from ordinary general meetings shall be published in the APLA Bulletin following the meeting.
- 8.04 The subscription rate for the APLA Bulletin shall be established by the Executive on the recommendation of the Bulletin Management Board.
- 8.05 Members, institutions and others may purchase any other publications at prices set by the Executive.

Respectfully submitted, Sarah J. Gladwell APLA Past President

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Links:

- [1] http://apla.ca/?q=bulletin/pubinfo
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- [13] http://apla.ca/?q=sites/default/files/bulletin/FinancialExaminer2011.pdf
- [14] http://apla.ca/?q=75/4.ogm-bulletin-report
- [15] http://apla.ca/?q=75/4.ogm-nscc-report
- [16] http://apla.ca/?q=75/4.ogm-vp-membership-report
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- [21] http://apla.ca/?q=75/4.ogm-somers-report
- [22] http://apla.ca/?q=75/4.ogm-2011-minutes
- [23] http://apla.ca/?q=75/4.ogm-2012-standing-orders
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- [25] http://apla.ca/?q=bulletin/submission_guidelines
- [26] http://apla.ca/?q=bulletin.involved
- [27] http://www.alumni.hbs.edu/careers/pitch/
- [28] http://apla.ca/?q=southshorepubliclibraries.ca
- [29] http://www.cbrl.ca/
- [30] http://www.gov.pe.ca/photos/original/pls%20news.pdf
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- [33] mailto:Games@theLibrary
- [34] mailto:Games@The
- [35] mailto:pmaher@dal.ca

[36] http://library.acadiau.ca/APLA2012