



Canadian Library Association  
Association canadienne  
des bibliothèques

# **National Statistical and Values Profile of Canadian Libraries**

## **Report to CLA Executive Council**

*Alvin M. Schrader and Michael R. Brundin*

*November 30, 2012*

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## Introduction and Background

We are pleased to submit this final report to CLA Executive Council on the project *National Statistical and Values Profile of Canadian Libraries*. The report consists of an Executive Summary of findings and methodologies for each of the two principal components of the project—library statistics and library value—together with corresponding detailed appendices, the national statistical profile and the national values profile, that are intended to serve as “raw data” for future analysis, synthesis, review, discussion, refinement, and advocacy efforts.

Early in 2012 the CLA Executive Council endorsed a new mission for the Association as “the national public voice for Canada’s library communities”:

- We champion library values and the value of libraries.
- We influence public policy impacting libraries.
- We inspire and support learning.
- We collaborate to strengthen the library community.

This project was prompted in part by apprehension about how well the library community could speak to the value of libraries in the face of cuts to Library and Archives Canada, federal government libraries, and school libraries in various provincial jurisdictions, as well as in the face of burgeoning Internet-based sources of both free and “pay-per-view” information. Prior to the adoption of CLA’s new mission in early 2012, the 2011 transitional Executive Council had become concerned about the absence of national Canadian data supporting the role that the library profession plays in communities, education, government, and business, as well as about the absence of a Canadian document addressing the “value proposition” of Canadian libraries. At the initiative of CLA President Karen Adams, Executive Council approved a contract in June 2012 to gather available statistical information on specified measures of interest and to create a value propositions profile.

The goal of the project was to produce a Canadian snapshot of library data and library meaning for use in CLA’s national advocacy role with elected officials at every level of public affairs, community leaders, government policy makers, and library partners including library user communities and the general public. Information from the report will also be shared on the CLA Web site for all to use selectively as judged relevant to local advocacy and marketing efforts.

## Recommendations

### *Enhanced dialogue and sharing of ideas*

We encourage the Canadian library community to regard the “raw data” in this report as talking points and to customize it for local as well as national messaging with particular audiences. We hope this project will serve as inspiration for ongoing discussion among library leaders and the

library community in all sectors in order to recognize commonalities across sectors for a more unified voice.

Equally, we hope our statistics and value propositions will serve to enhance dialogue with library users and user communities, with library partners and community leaders, and with government policy makers and elected officials. We believe that an extended sharing of ideas is needed across the entire country in order to enhance public and political understanding of the myriad contributions that Canadian libraries make to Canadian lives. Such explorations of library dynamics and library value represent the future of libraries.

### ***Common operational definitions for valid, reliable, inclusive data, especially in the area of e-measures***

“Correct, reliable and comparable data are crucial for the value and usefulness of library statistics. The quality of national – and finally from them international – library statistics depends on accurate and timely delivery by each library and on careful editing to detect errors and misunderstandings. To make results comparable between regions or countries, the same definitions and methods must be used.” – *IFLA Library Statistics Manifesto*, International Federation of Library Associations and Institutions, 2010

### ***Economic benefits and return on investment***

We urge Canadian librarians in all sectors to initiate comprehensive studies of economic benefits and impact. While a number of international studies of library economic valuation have been published over the past decade, only a few public libraries in Canada have conducted such research, sporadically, and to our knowledge it has never been published; we are not aware of economic valuation studies in any of the other Canadian library sectors.

We were unable to locate any published Canadian studies of direct and indirect economic benefits to local communities; residential property values; increased business traffic; library employment; library material purchasing and the purchase of other goods and services; building construction, renovation, and maintenance; contribution to GDP; or of much-lauded but stubbornly-elusive economic multiplier effects; a little known example is a study by Statistics Canada that estimated an economic multiplier of 1.42 as the contribution of Ontario’s public libraries to GDP, and library employment as a job multiplier of 1.40 (*Ontario Public Libraries Impact on Gross Domestic Product*, Cultural Statistics Program, Statistics Canada, 1996).

Moreover, economic benefits research needs to be more rigorous and nuanced: simply calculating the annual value of a library as the number of circulations per year times an arbitrary dollar value per circulation, on the assumption that customers would buy all of their reading materials if there were no library, is not very sophisticated and even less convincing. Beyond mastery of purely economic measures, increasing attention should be given to incorporating and quantifying more intangible cultural benefits and social dividends through emerging concepts of social return on investment (SROI).

For additional information on economic benefits, see the overview of library valuation tools and methods and report recommendations in *Worth Their Weight: An Assessment of the Evolving Field of Library Valuation*, Americans for Libraries Council, 2007.

### ***Open Access Clearinghouse***

While we strongly encourage Canadian libraries and individuals in all library sectors to publish the results of local research into library impacts and outcomes, both quantitative and qualitative, at the very least an open access clearinghouse should be established, for both published and unpublished studies.

A similar clearinghouse for value propositions could be equally useful although this is perhaps not as urgent as a central access point for formal studies.

### ***Value propositions***

Library economic valuation should be complemented by corroborating attention to research on the myriad qualitative meanings of libraries as reading, learning, and democratic institutions that support and enhance the public sphere. Economic determinants are only one corner of the puzzle.

It is worth remembering that library value is inextricable from the values of the profession itself. As enunciated by Michael Gorman in *Our Enduring Values*, they are stewardship, service, intellectual freedom, privacy, rationalism, commitment to literacy and learning, equity of access, and democracy.

### ***Regular statistical and values data capture and reporting***

A national statistical and values snapshot of Canadian libraries should be conducted regularly, at least every three to five years.

In this regard, the *IFLA Library Statistics Manifesto* recommends: that library data (both quantitative and qualitative) can reveal and confirm the outstanding value that libraries provide, are important for promoting library services to the different types of stakeholders, and can reveal hidden success stories; that data collection starts with the individual library but the important goal is compilation at the regional and national levels for all library sectors; and that governments and other relevant decision-making bodies are encouraged to establish and adequately fund central units for compiling national library statistics and value propositions.

## **Executive Summary: National Statistical Profile**

No national statistical profile of library investments and activities has been assembled since the National Core Library Statistics Program (NCLSP), sponsored by the former National Library of Canada, was abandoned in the early 2000s; the last statistical report was for 1999 data,

subsequently published in 2002 as *National Core Library Statistics Program: Statistical Report, 1999: Cultural and Economic Impact of Libraries on Canada* in English and French.

Unlike the NCLSP, the current project relied exclusively on the availability of secondary sources of data already collected by other national, regional, and provincial agencies and library consortia, which in part explains why somewhat fewer measures for the school library sector are reported, and the special library sector is not represented at all except for three “national special” libraries (Canada Institute for Scientific and Technical Information [CISTI], Library and Archives Canada [LAC], and the Library of Parliament [LoP]). Together, special libraries made up an estimated 3,000 libraries (service points) in 2010 (based on a figure of 3,020, which includes an unstated number of small archives, from the 2010–2011 edition of *Libraries Canada*; the NCLSP report for 1999 accounted for 2,262 special libraries with 2,549 service points).

It is important, therefore, for readers to be cognizant of which specific library sector or sectors any particular library measure pertains. None of the measures documented in this report represents the entire universe of Canadian libraries; as noted above, excluded are special libraries, with the exception of three national special libraries. Most of the reported measures are available only for public and academic libraries; the report and accompanying spreadsheet are very careful in specifying applicable sector coverage.

### **Quotable Facts**

A snapshot of public, academic, national special, and school libraries in Canada for the latest available reporting year of 2010 (for most of the data) reveals the following patterns of usage, assets, and investments:

- 360 million visits were made in person to public, academic, and school libraries across Canada
  - 164 million visits were to public libraries
  - 88 million visits were to academic libraries
  - 108 million visits were to school libraries
- 69 million electronic database sessions were conducted by library users in public, academic, and national special libraries across Canada
  - 18 million sessions by public library users
  - 31 million sessions by academic library users
  - 20 million sessions by national special library users
- 590 million publications were borrowed for off-site use or consulted on site by library users in public, academic, national special (CISTI, LAC, LoP), and school libraries across Canada (including more than 5 million interlibrary loan transactions, both to and from institutions)
  - 362 million uses of public library items, of which 15% were on site

- 33 million uses of academic library items, of which 24% were on site
  - 168,000 uses of national special library items, of which 37% were on site
  - 194 million uses of school library items (off-site only)
- 478 million publications, both print and electronic, were owned or leased by public, academic, national special, and school libraries across Canada
    - 101 million items by public libraries
    - 212 million items by academic libraries
    - 60 million items by national special libraries
    - 105 million items by school libraries
- 25 million questions were asked by library users in all public and academic libraries across Canada
    - 21.8 million questions by public library users
    - 3.6 million questions by academic library users
- 8 million library users attended 386,000 programs held by public and academic libraries across Canada
    - 7 million attended 351,000 public library programs
    - 1 million attended 35,000 academic library programs
- 37,000 staff (FTE) provided user services and products through 19,000 service points managed by 16,000 public, academic, national special, and school libraries across Canada
    - 16,000 staff worked in 3,400 service points managed by 1,700 public libraries
    - 8,000 staff worked in 700 service points managed by 200 academic libraries
    - 2,000 staff worked in 7 service points managed by 3 national special libraries
    - 11,000 staff worked in 14,500 service points managed by 14,500 school libraries
- 20 million service hours per year were available in public, academic, national special, and school libraries to the people of Canada in all walks of life (397,000 hours per week for 50 weeks)
    - 3 million hours per year in public libraries (61,000 hours per week for 50 weeks)
    - 3 million hours per year in academic libraries (62,000 hours per week for 50 weeks)
    - 14,000 hours per year in national special libraries (268 hours per week for 50 weeks)
    - 14 million hours per year in school libraries (380,000 hours per week for 36 weeks)

- \$3.5 billion were invested in services, products, and capital assets in public, academic, national special, and school libraries across Canada, of which \$2.1 billion went to staff and \$558 million to library collection acquisitions and database subscriptions
  - \$1.5 billion were invested in public libraries, \$925 million for staff and \$159 million for collections
  - \$952 million were invested in academic libraries, \$507 million for staff and \$332 million for collections
  - \$197 million in national special libraries, \$136 million for staff and \$11 million for collections
  - \$896 million in school libraries, \$561 million for staff and \$56 million for collections

An *Executive Summary Table* at the end of this report details these statistical measures by library sector.

These key measures can be “sliced and diced” into a myriad of ratios and percentages such as per capita, per library, per day, per month, and combinations thereof. Here are some “Quotable Facts” of interest that try to reduce the magnitudes of these national patterns to more anchored perspectives, which themselves can be rephrased in different ways and recalculated even more times on the basis of individual library sectors. On average:

- There were 1 million visits to libraries (public, academic, and school) every day of the year in 2010.
- Every Canadian visited a library once a month in 2010 (11 visits per year).
- There were 189,000 electronic database sessions conducted in libraries (public, academic and the three national special libraries) every day of the year in 2010.
- Every Canadian conducted 2 electronic database sessions a year in Canadian libraries in 2010.
- There were 1.6 million uses of library materials every day of the year in 2010.
- Every Canadian used at least one library item per month in 2010 (17 library items per year).
- Print and electronic resources owned and leased by libraries amounted to 14 items per Canadian.
- Public and academic libraries answered almost 70,000 questions by Canadians every day of the year in 2010.

- Every Canadian asked one question a year in 2010.
- 21,000 Canadians attended programs held by public and academic libraries every day in 2010.
- Libraries in Canada run on 28 cents per day per Canadian, \$104 per year per Canadian.
- 41% of Canadians are active public library cardholders, and an estimated 20% have a library card but haven't used it in the last three years, for a total of 61% of all Canadians with public library membership.
- 95% of Canadians had access to local public libraries in 2010.
- 93% of Canadian schools had libraries in 2004.

## **Executive Summary: National Values Profile**

A forward-thinking innovation in the current project was the introduction of a key feature on library value propositions. Unlike the ability to rely on secondary data sources for library statistics, this component of the project involved primary data collection of a qualitative and narrative nature from a large number of sources. As such, it should be regarded as exploratory and tentative, and feedback is invited for future refinement of the “data” for alignment with current Canadian political words and concepts. Already, the project has convinced one library official that a much better job of keeping track of valuable comments and expressions of local support needs to be addressed. Also unlike the national statistical profile, the values profile includes contributions pertaining to special libraries.

The national values profile “database” consists of a brief “Framework for Thinking about Messaging,” which are suggested (and perhaps idiosyncratic) guidelines for considering and constructing value propositions, together with a series organized by library sector of bulleted listings of “Value Propositions”: libraries in general; academic libraries; school libraries; special libraries; and public libraries. Entries within sectors are grouped loosely into contributions by political and community leaders from all walks of life, by other library supporters, by library user communities, and by library workers; unattributed statements are placed last in each sector. At the end is a listing of sources specifically referenced in the value propositions, but excluded are many other sources that were consulted during the course of the project.

Statements and attributions contributed by third parties are accepted as presented to us and have not been authenticated or permissions to use confirmed. It should also be noted that quotations and texts have been edited or paraphrased for length and flow; original texts should be checked before use for advocacy and marketing, particularly more extended ones that are

frequently highly condensed synopses. The emphasis is on Canadian statements but others are included.

The framework for messaging starts with a common understanding of the term “value proposition” as an actionable, credible, succinct, and compelling promise to intended recipients of specific benefits, promises that recipients can visualize and get excited about.

In this context, Stephen Abram has observed, “Statistics aren’t emotionally engaging,” and that librarians should market experiences, not statistics. Raw statistics are just representations of effort, he has also noted. Along similar lines, George Needham said that librarians should “connect the dots for people,” and “talk about the results we get from reading books – not the lending, not the tools, not the assets.”

In a related vein, Kathleen Shearer has written that “the library community seems well disposed to move from basic statistical measures to measures that tie the value of libraries more closely to the benefits they create for their users, thus defining new research objectives for the future.” In other words, sell benefits, not features. And at the risk of a certain authorial conceit, these observations echo remarks made a decade ago in the 1999 NCLSP Report (2002) about the imperative of effective messaging and identity formation:

The biggest challenge facing the library community is telling its story—going beyond the data in meaningful ways that will resonate with sponsors, policy makers, politicians, and library users alike.

Value propositions for academic, school, special, and public libraries in Canada reveal a broad diversity of benefits—individual outcomes and societal impacts—that are not easily summarized or categorized, and assuredly not quantifiable.

Among the most challenging aspects of library value messaging are that:

- Many profoundly important benefits to individuals and society occur over a much longer period of time than the one-year budget cycle or short-term program offerings, for example, summer reading programs;
- Learning, however acquired, is elusive, just as information is elusive, and few people ever think about the meaning of either or about the value of library resources;
- Recent research points to a perception that the library is not making a critical and essential contribution to the issues facing communities today; and,
- Though supportive of libraries, people are generally unaware of library funding challenges in any of the sectors with which they have direct interaction or personal knowledge.

A selection from the full “database” of value propositions is presented below, starting with general statements and followed by statements addressing academic libraries, school libraries, special libraries, and public libraries.

### ***Value Propositions for Libraries in General***

- Books were my ticket out of a life of poverty and manual labour. As a boy, I accompanied my father on frequent visits to the Port Carling Public Library. It was an excellent and well-stocked village library, and I always carried home armfuls of books ... I also read virtually every book in our school library. Looking back, I know that this early access to books and libraries widened my horizons and set me on the road to a good education and a fulfilling career. I have enjoyed introducing my own children to special books and, as Lieutenant Governor, I have launched several literacy initiatives for aboriginal children in Ontario’s North. Today, I am still a voracious and wide-ranging reader, and I continue to rely upon, and be grateful for, the excellent services of Ontario’s public libraries. – James K. Bartleman, Ontario’s first Aboriginal Lieutenant-Governor, in *Celebrating the Magic of Public Libraries: The Best Stories from the 2006 “Telling Our Stories” Contest*, Federation of Ontario Public Libraries, 2007
- I was fortunate that I had access to libraries as a youngster – both the public library and my school library – even if there was nothing to be found in either that showed history from the perspective of Aboriginal people . . . More must be done to ensure that First Nations people have access to library and information services adequate to satisfy the full range of their needs. Lack of culturally appropriate library and information resources on reserves can be a significant barrier to achieving educational standards that will allow young Aboriginal people to make their way in the so-called Information Age. – James K. Bartleman, Ontario’s first Aboriginal Lieutenant-Governor
- A world without libraries is a world without education, without progress, without justice. – Lois Hole, former Lieutenant Governor of Alberta and former Chancellor, University of Alberta
- My first job was in the public library in my home town (for a pitifully low rate) because I loved books for the access they gave me to imagination and information, and that love has continued through a lifelong association with community, university and private libraries. – David T. Barnard, President and Vice-Chancellor, University of Manitoba
- The love of libraries, like most loves, must be learned. No one stepping for the first time into a room made of books can know instinctively how to behave, what is expected, what is promised, what is allowed. – *The Library at Night*, Alberto Manguel, 2006

- “A refreshing reminder of the power of libraries—their ability to transform individual lives and strengthen communities.” – Melinda Gates, endorsement of John Wood’s *Creating Room to Read* (2012)
- Libraries have made and continue to make a difference in the quality of life of every Canadian. They symbolize freedom of expression, they promote literacy and reading and they provide both young and old with access to new worlds. – Roch Carrier, author and former National Librarian of Canada
- The physical library is often dismissed as replaceable, on the theory that digitized material takes up less space than books, and can be accessed from anywhere. That would be possible, maybe, if the people accessing the material were also digital, and had no need for a human community of thinkers. – Ian Brown, columnist
- Bridging the “word deficit” of children growing up in poverty is a strong mandate for both school libraries and for public library children’s services.
- In 2006, 40% of Aboriginal people aged 20 to 24 did not have a high-school diploma, compared to 13% among non-Aboriginal Canadians.
- In 2006, 41% of Aboriginal people aged 25 to 64 had completed a post-secondary certificate, diploma or a degree, compared to 56% among non-Aboriginal people. – “Fact Sheet,” *The State of Aboriginal Learning in Canada: A Holistic Approach to Measuring Success*, Canadian Council on Learning, 2009
- Libraries: broccoli, as in good for you, or soufflé? I am the soufflé! – Sandra Anderson, Librarian, Alberta Teachers’ Association
- What is more important in a library than anything else—than everything else—is the fact that it exists. – “The Premise of Meaning,” Archibald MacLeish, *American Scholar*, 1972
- Libraries and information services serve society by preserving memory, feeding development, enabling education & research, and supporting international understanding & community well being. – *IFLA Library Statistics Manifesto*, International Federation of Library Associations and Institutions, 2008

### ***Value Propositions for Academic Libraries***

- As the University of British Columbia strategic plan states, “The University embodies the highest standards of service and stewardship of resources and works within the wider community to enhance societal good.” The Library and Learning Centre play a key role in

helping UBC reach this wider community, and in doing so support our overall mission. – Stephen J. Toope, President and Vice-Chancellor, University of British Columbia

- The college library is not only one of the “best places to be on campus” but has truly become a community resource; a community leader of innovative library services. – Allen Vandenberg, Vice President, Student and College Services, Medicine Hat College, Alberta
- Vancouver Asian Heritage Month Society (VAHMS) finds the webcast capability of IKBLC very valuable in extending the life span of its programming executed in partnership with the University of British Columbia. Two shining examples are the webcasts made of a talk during explorASIAN 2010 by acclaimed writer Judy Fong Bates, and the National AHM Video Conference which connected Asian Heritage Month communities across the country during explorASIAN 2011. – Winnie Cheung, President, Vancouver Asian Heritage Month Society
- There are two primary and enduring purposes of libraries: preservation and access. When materials are digitized, the paper-based originals are kept and preserved, but there are still questions about how to preserve electronic or digitized objects. That's a whole issue right now in libraries. Because so much information is now being produced in so many different places, it's a matter of, “What do we preserve and how do we provide access to it?” – Jonathan Bengtson, University Librarian, University of Victoria
- Libraries have the power to change people’s lives and thus change communities and society, and it often starts with one person, one book, one helping hand in a library or a drop-in centre. – Ingrid Parent, University Librarian, University of British Columbia
- I earned this degree at the University of Victoria Library through researching their vast collection.

But I realize that I am a bit of an oddity. Not many recipients can say that they did much of the work toward their degrees on this campus. I can, however, because I received a remarkable education here – not in a classroom, but in the library.

So I should also thank Thomas Shanks McPherson and the Mearns family, whose names are on the library building. I have spent countless hours there over many years, digging through all sorts of materials to understand more about our history, and how to research it. I have learned a lot in that building across the lawn.

I also mention with pride the British Colonist digitization project which made 50 years of newspapers available for all on the internet, with credit to the Times Colonist, the University of Victoria, the Public Library Services Branch (now Libraries and Literacy) and the Greater Victoria Public Library.

Despite now having earned a doctorate, the uVic Library will continue to see a lot of me. There is still much more that I want to learn. – Dave Obee, journalist, historian, genealogist, and author of *The Library Book: A History of Service to British Columbia*, upon receiving an honorary doctorate of laws from the University of Victoria

- The university library adds significant value to the academic work at higher learning institutions in the United Kingdom, with access to scholarly journals considered to be the most important benefit to staff and students alike. Further, readings obtained from the library are considered more important than those obtained from other sources.

The library is more often the provider of scholarly articles as the number of personal journal subscriptions declines, with 64% of academics having none even though the overall amount of article reading has increased (now 267 articles per year on average). Two-thirds of the articles are obtained through library subscriptions, almost all electronic; 44% of e-articles are downloaded and printed for ease of reading.

Of the articles obtained from library subscriptions, 17% would not be obtained at all if the library copy was unavailable; and access to other sources would substantially increase an academic's time and costs, as much as two hours per article search, thus decreasing the time available to spend on work. – *UK Scholarly Reading and the Value of Library Resources: Summary Results of the Study Conducted Spring 2011*, Carol Tenopir and Rachel Valentine, 2012

### ***Value Propositions for School Libraries***

- School libraries are places where students can develop a passion for reading and learning, inspire our students and help them succeed. – Dalton McGuinty, Premier of Ontario, 2006, quoted in "Hot Issues in School Libraries," Michael Rosettis, 2007
- Can we give a big cheer for Library Day? Hip hip hooray!

The in-school library enhances obviously student learning, but it also enhances what happens with the curriculum – teachers and staff can use the library to enhance what's happening with curriculum. But it also helps with numeracy, it helps with literacy, it helps with all learning. – Nancy Allen, Minister of Education, Manitoba

- Libraries play an essential role in stimulating students to improve their own achievement and foster a love of reading and learning. – Gerard Kennedy, Minister of Education, Ontario, 2005, quoted in *School Libraries and Student Achievement in Ontario*, Ontario Library Association, 2006
- The school library: the heart of a school. – Roch Carrier, author and former National Librarian of Canada

- With newspapers and radio/tv stations now applying charges for provision of higher levels of information it seems that we will be facing a future of haves and have-nots in the so-called "Information Age". Libraries will be the only alternative for the general public. Information, especially in digital formats, may want to be free but commercialization is rampant. So, I would say, libraries will now give a new meaning to "freedom of information" in that it will be freely available in whatever format to all regardless of socio-economic level. The great leveller, no? The more things change, the more they remain the same. – Gloria Hersak, former Chief Librarian, Winnipeg School Division
- A school library supports the curriculum and provides an essential service to the entire learning community. The staff of a school library inspires the love of reading, fosters literacy and critical thinking skills, and encourages a spirit of inquiry and positive attitudes for life-long learning. – Joyce Riddell, President, Manitoba School Library Association
- School Libraries: Learning Centres. Inquiry. – Jo-Anne Gibson, Teacher-Librarian/Band, Acadia Jr. High, Winnipeg
- As a library technician covering two schools, I see students from primary to grade 12. My one thought is 'literacy', and as our school board decreases its support and funding to school libraries, I see that students begin to think that libraries, books and reading are less important. Literacy is the foundation of all learning. If our students don't read, they cannot do any other school subjects. – Sue Denton, Central Kings Rural High School Library and Coldbrook & District School Library, Nova Scotia
- School libraries have proven positive impact on children and adolescents: students in schools with good libraries managed by qualified teacher-librarians have higher achievement, higher standardized test scores, improved literacy, and greater success at the post-secondary level. The evidence is there for all to see. That's why governments in the U.S., Europe, and Asia are aggressively investing in their school libraries. What's disturbing is that Canadian policy makers are ignoring the findings of literally decades of research that shows why school libraries and qualified teacher-librarians are essential components in the academic programming of any school. – *The Crisis in Canada's School Libraries: The Case for Reform and Re-investment*, Ken Haycock, 2003
- There are many kids who won't get the habit of going to a library, finding something to read, and signing out a book, unless it's at their school library. Most elementary school kids can't get to a public library unless their parents take them. A library on the grounds of your elementary school is a different thing altogether. It means that any child can go and have that experience, and go often enough to make it a lifelong habit.

We know that literacy is one of the most fundamental backbones of all education, and that reading for pleasure as a child is a powerful predictor of future reading and academic success.

One dedicated person per school to focus all their attention on getting kids reading is not an “extra”, it’s fundamental. – “BH1,” commenting on a *Globe and Mail* article

- It is essential that a 21st century learner centered environment that promotes critical thinking, problem solving, and information literacy include active school libraries staffed with professional librarians. – Brent McDonough, Faculty of Education at the University of Alberta, Chair, Board of Trustees Edmonton Public Library, and formerly, Teacher, International Baccalaureate Coordinator, Edmonton Catholic Schools
- The school library provides information and ideas that are fundamental to functioning successfully in today's information and knowledge-based society. The school library equips students with life-long learning skills and develops the imagination, enabling them to live as responsible citizens. – *IFLA/UNESCO School Library Manifesto*, International Federation of Library Associations and Institutions, 1999
- Libraries of all types, and especially school libraries, help to bridge the digital and cultural divide between students who have access to texts and information technology and those who do not. – *Literacy for Learning: the Report of the Expert Panel on Literacy in Grades 4 to 6 in Ontario*, Ministry of Education, 2004, quoted in *School Libraries and Student Achievement in Ontario*, Ontario Library Association, 2006
- I am sending you a School Library Wordle that I created at my school for October's Library month 2012. I asked all of our students, “What comes to your mind when you think of our school library?” We created classroom Wordles and then I created a school wide one. – Vivianne Fogarty, Teacher Librarian/EAL [English as an Additional Language], Winnipeg, and former president, Manitoba School Library Association



Nikolas Florakas, Director General of the Organizational Readiness Office at Public Works and Government Services Canada [contributed by Cabot Yu]

### ***Value Propositions for Public Libraries***

- Public libraries play an important role in the development of the communities they serve, acting as an educational, cultural and social focal point for countless individuals from all walks of life. I know that this celebration of Ontario Library Week [1998] will provide you with an ideal opportunity to reflect upon the history of a treasured resource and look forward to a future of even greater achievement. – Jean Chrétien, former Prime Minister of Canada
- The value of the public library system to children is inestimable and in my own life, I could not be the person I am, or have the career I've had, if it weren't for the opening of my mind and the generous access to books which the Ottawa Public Library gave to me. – Adrienne Clarkson, former Governor General of Canada
- Public libraries must be viewed as important infrastructure of social and intellectual capital. Public libraries are an integral component to developing human capital and ensuring our cities prosper. To provide young children and families access to a public library should be viewed as a cornerstone of civic progress and responsibility. – Maurizio Bevilacqua, Mayor, City of Vaughan, Ontario, former Member of Parliament, Parliamentary Secretary, Cabinet Minister, and Chairman of the House of Commons Standing Committee on Finance
- I have been part of the library movement for a long time. I was a trustee in the library system in New Brunswick and was a big supporter of libraries when I was premier. Getting access to books was transformational for me. I believe very strongly that books are a key that unlocks the imagination and that a book is more than what is contained within its pages. It's the opportunity it gives you to exercise your imagination and to live life vicariously – to be stimulated and to be impassioned. – Frank McKenna, former Premier of New Brunswick and former Ambassador to the U.S., Deputy Chair of TD Bank
- Our libraries are a great investment in community, learning and literacy. They open doors of opportunity for minds hungry for knowledge and adventure. They are the front lines of the effort to make British Columbia the most literate place in the world.

Every year, thousands of librarians, volunteers and library boards work to give their communities even greater access to the future's most important resource: knowledge. – Gordon Campbell, former Premier of British Columbia, in *Libraries Without Walls: The World Within Your Reach: A Vision for Public Libraries in British Columbia* (October 2004)

- I grew up at the library. – Naheed Nenshi, Mayor, City of Calgary

- The library was an integral part of my growing up. I used to spend many Saturday afternoons signing out books and I was such a voracious reader that the librarians allowed me to sign out more books than were normally allowed. What we really see now is that the library is increasingly an incredibly important centre of community, not just for reading, though that is still the fundamental role, but for all kinds of things – for people new to this country to improve their English language skills, for people to feel and live and breathe the same air as their neighbours. – Naheed Nenshi, Mayor, City of Calgary
- Libraries are so important because they are a place of community, sharing, learning and growing. They are a place for everyone and paramount to creating the vibrant and inclusive city we see for Edmonton’s future. – Stephen Mandel, Mayor, City of Edmonton
- Toronto Public Library is where newcomers go to become Torontonians. – David Miller, former Mayor, City of Toronto
- Canada’s public libraries are where newcomers go to become Canadians. [paraphrasing David Miller, former Mayor, City of Toronto]
- We show wisdom in how we present information to the public. – Derek Corrigan, Mayor, City of Burnaby
- Our public library is a meeting place for people and ideas; a hub for strengthening individuals and communities. It is an institution that does not judge, and seeks to meet our citizens where they are, standing ready to facilitate their learning and development, and nurture their sense of creativity and discovery. It’s one of the most important institutions in our City. – Don Iveson, Councillor, City of Edmonton
- The Toronto Public Library runs on 19 cents per day per citizen. – Vincent Lam, author and ER physician
- Public libraries across Canada serve, build and support our communities. Our sense of community underpins safe, inclusive societies. Libraries have the most diverse customer base—everyone! – Judith Umbach, former Chair, Calgary Public Library Board of Trustees
- My first book, entitled *Soucouyant*, was completed on the 4th floor of the Vancouver Public Library’s Central Library, where I often still work. – David Chariandy, fiction writer, Associate Professor of English at Simon Fraser University, and Trustee, Vancouver Public Library Board of Trustees
- Illness robbed me of possibility. I had to live in the moment.

And on good days, I would go to the Hamilton Public Library. The Central Branch is

showing its age ... I don't care. For this place restored the possibility that disease had stolen from me. On its shelves are worlds in which I could live, explore, delight.

At a bad moment..., I drew strength from Falstaff's vitality, transmitted through a crackly cassette tape of Henry IV borrowed from the library.

Today I am enjoying, against all odds, a precarious interval of freedom from illness. I dare to dream of summer again. My library didn't bring me here. But it helped give me the strength to believe that sickness is not the only world I might live in. – "Possibility," Geoffrey Snow, organist and music teacher, in *Celebrating the Magic of Public Libraries: The Best Stories from the 2006 "Telling Our Stories" Contest*, Federation of Ontario Public Libraries, 2007

- Libraries grow good kids. – Scott McKeen, columnist
- I did not grow up in a literary family, so my local library was the place where I found not only books but the peace and quiet in which to read them. For me, it has always been a sacred place. – Gerald Lynch, author and Professor of English, University of Ottawa
- The library has always been a very important part of my life...my father died and my mother was left with eight of us under 16 and so we had to find this type of entertainment because we just didn't have the money to go out and do other things. – Katherine Hick, Member, Lindsay Public Library Board, Ontario
- I think that everyone deserves the chance to read and to benefit from the opportunities that reading provides. Though I grew up on a farm in southern Manitoba, we received books by mail through the extension service of the Manitoba library service, and because of books I could travel to faraway places and times. It expands your horizons. I think early literacy programs are absolutely crucial. – Sheila McIntosh, Executive Vice-President of Communications and Stakeholder Relations, Cenovus Energy, Calgary
- I believe that modern libraries add value to communities by responding to community needs such as pre-school literacy, student homework needs, job hunters, new immigrants' language needs, seniors' print disabilities, mobility needs, author support and general leisure reading needs. – Punch Jackson, Advocate for Libraries and former Executive Director, Alberta Public Library Services
- Values, benefits of libraries: places for people to go – the third place after home and office; places of choice, of reading, of learning, of sharing; libraries as original recyclers, re-users; one of the last open, democratic, publicly funded spaces. For me, the place of libraries is powerful, essential, civil. – Jennifer Evans, Director, Nova Scotia Provincial Library, Nova Scotia Department of Communities, Culture and Heritage

- Public libraries have become the search and knowledge engines of our time. They are local, familiar, and inviting presences that provide a gateway to the world. They give us local access to global storage. – Gerry Meek, former CEO, Calgary Public Library
- The public library lies at the heart of the community which it serves. In a very real and practical sense, it is an amazingly versatile utility devoted to the public good; a wellspring that nourishes community life and wellbeing; a powerful and multi-modal community development tool and that unique and special place where all are welcome and everybody is a somebody. For all in our communities, the public library provides that essential white space needed for the community imagination to flourish and to grow. By purpose and design, it is a transformational driver and positive change agent helping both the individual and the community to grow and discover who they are and assist them in achieving what they aspire to be.

A free and open public space with a reputation for kindness, welcome and service quality, the public library is increasingly finding its place and voice and a new and critical role as a civic stage. Trusted, accessible, neutral, strategically located at community focal points, powered with a combination of the latest technology and passionate and well trained staff members, the public library has begun to recognize the need, the opportunity and the necessity of becoming a larger presence and player in the life of its community. – “The Library as Community Commons,” Gerry Meek and Rosemary Griebel, 2007 Canadian Urban Libraries Conference

- Libraries exist to build individual and community capacity. – Donna Bright, Chief Librarian and Executive Officer, Ajax Public Library, Ontario
- One patron's testimonial is worth a thousand gate counts when it comes to making the case for libraries.

Librarianship isn't about gate count and circulation figures, but people helped, lives enriched, and communities improved. – Sandra Singh, Chief Librarian, Vancouver Public Library

- We believe in the freedom to read, learn and discover. – Kitty Pope, CEO, Guelph Public Library, and former Library Director, Alliance Library System, Peoria, Illinois
- Libraries matter. – Alliance Library System, East Peoria, Illinois, submitted by Kitty Pope, CEO, Guelph Public, and former Library Director, Alliance Library System, Peoria, Illinois
- Canadians use public libraries for self-motivating purposes – for congregation, as productive places to write and work. They value non-commercial space in the information world. They are physical markers and secular statements of community and

community values – education, learning, and congregation. They are the public face of multiculturalism, diversity, and inclusivity. They are the mosaic of an immigrant society.

Significantly, they give children a good start in life by providing access to children’s books and other materials, programming, outreach, summer reading programs, and pre-school story hour. And by providing their parents with materials to help with good parenting. – paraphrasing a telephone interview with Paul Whitney, former Chief Librarian, Vancouver Public Library, and Past President, Canadian Library Association

- The kinetic energy and knowledge stored within the pages of every book in every library is enough to fuel and enlighten every community, every city, every country; the entire world. – Sherry Caibaiosai, Branch Assistant, Whitby Public Library, formerly Head Librarian/CEO at Mississauga First Nation Library
- The common theme in conversations about public libraries in Alberta, regardless of size or location, is community, commitment to everything from library collections to the effort to improve or enhance patrons’ lives. – Craig Shufelt, CEO, Fort Erie Public Library, and former Director, Fort McMurray Public Library
- I came to Canada with my 11-year-old daughter six months ago. We came from China, a totally different cultural background. What helps us most in understanding the new country and new culture is the library. For my daughter, while knowing not a word of English before, she can read, write and speak after reading many books from the library. – Wanging Li, public library customer, Ontario
- Freedom, prosperity and the development of society and of individuals are fundamental human values. They will only be attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society. Constructive participation and the development of democracy depend on satisfactory education as well as on free and unlimited access to knowledge, thought, culture and information.

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision- making and cultural development of the individual and social groups.” – *IFLA/UNESCO Public Library Manifesto*, International Federation of Library Associations and Institutions, 1994

- Without public libraries, users would have to either purchase services and benefits, acquire them elsewhere, or do without.

If Vancouver Public Library users had been unable to borrow books or e-books, DVDs, CDs, or video games from the library over a 12-month period, they would have not been able to read or access and enjoy over 60% of those items; others would have borrowed

them from friends or elsewhere or purchased or rented them.

If they had been unable to use information and research services at the library over a 12-month period, they would have just not collected this information or research 37% of the time; others would have sought them from schools, university or workplaces or purchased them from private companies.

If they had been unable to attend programs at the library over a 12-month period, they would have just not attended such programs 56% of the time; others would have sought them from other public institutions such as other types of libraries, e.g., school libraries or academic libraries, or community centres, or paid to attend them if offered by private companies. – paraphrasing *Bringing Perspective to the Value of the Vancouver Public Library*, Marvin Shaffer & Associates, Ltd., 2011

- Ontario's public libraries contribute an estimated economic multiplier of 1.42 to GDP, and library employment as a job multiplier of 1.40. – *Ontario Public Libraries Impact on Gross Domestic Product*, Cultural Statistics Program, Statistics Canada, 1996

## **Methodology: National Statistical Profile**

The national statistical profile captures primarily 2010 library data, although reporting years vary among data collection agencies and across library sectors. A detailed Excel workbook (consisting of a library statistics worksheet; a data sources worksheet; and a notes worksheet) that is appended to this report provides, by library sector, wide-ranging statistics for 68 different data elements or measures, but not all agencies in all sectors report all of the elements or for all of their member libraries. The following measures, together with reporting year(s), are documented in the spreadsheet:

- The universe of public libraries for 34 measures for the reporting years 2009–2010 and/or 2010
- The universe of university libraries for 55 measures for 2009–2010 and college libraries for 37 measures for 2008–2009 and/or 2009–2010 (with 36 measures in common for both university libraries and college libraries)
- The three national special libraries (CISTI, LAC, LofP) for 42 measures for the reporting year 2009–2010
- The universe of school libraries for 25 measures for the reporting years 2003–2004, 2007–2008, and 2009–2010

A core set of important measures that are common to most of the four library sectors are 8 library use measures and 18 library resource measures.

The 8 measures of library use are:

- In-person visits
- Circulation transactions
- In-library materials use
- ILL borrowed
- ILL loaned
- Reference transactions
- Program attendance
- Electronic database sessions

The 18 resource measures (library assets and investments) are:

- Libraries
- Service points
- Hours open
- Population served
- Collection expenditures
- Staff expenditures
- Other operating expenditures
- Total operating expenditures
- Capital expenditures
- Total expenditures
- Print serial subscriptions
- Print volumes
- Total physical items
- Electronic items
- Total collections
- Professional librarians FTE
- Total staff FTE
- Programs offered

Caution should be used in using and interpreting these compiled and aggregated statistical data. Key caveats are the following:

- Many different data sources were consulted, depending on library sector. Figures for university libraries, public libraries, and the three national special libraries were obtained and compiled from some 20 different library agencies, associations, and consortia, together with another 12 sources that included Statistics Canada and NCLSP. College library figures were obtained by grossing up per capita ratios calculated from data available for British Columbia college libraries (Council of Post-Secondary Library Directors) and Ontario college libraries (Heads of Libraries and Learning Resources). School library statistics were obtained from various sources, including a Statistics Canada national survey of school libraries, other Statistics Canada data, and estimates derived from per capita ratios calculated from U.S. and Ontario school library data, which were obtained from U.S. agencies and associations such as NCES (National Center for Education Statistics) and AASL (American Association of School Librarians), and from People for Education [Ontario].
- Reporting rates vary widely among individual libraries for specific measures. Some measures approach 100% representation for individual libraries (such as circulation transactions), and others are incomplete due to many non-responding libraries (such as the number of electronic database sessions reported by university libraries).

- Reporting years vary. Although most of the data represent either fiscal year 2009–2010 or calendar year 2010, some of the statistical data are from earlier time periods; this is particularly true for sources of school library statistics.
- Different operational definitions for some measures are employed by different data collection agencies and in different library sectors; for example, for the library measure electronic items, some jurisdictions count electronic serial titles but not electronic database subscriptions, while others count only electronic database subscriptions.

## Methodology: National Values Profile

Development of library value propositions involved a multi-pronged original investigation to identify and collect candidate value propositions. Data collection approaches included personal and e-mail interviews, research reports, extant library documentation, selected library Web sites, and an invitation posted to the CLA membership on the CLA Digest in mid- to late-October, with several follow-up reminders. The same invitation was posted on the directors' lists for CARL and CULC, inviting responses from library leaders as well as asking them to invite other stakeholders to contribute value propositions to the project.

The Web sites for each of the ten largest public and university library systems in Canada, along with regional academic library consortia, provincial public library agencies, and international library associations, were also searched for candidate value propositions; types of texts examined were institutional mission and vision statements, annual reports, and library slogans.

Public library Web sites, in descending order of municipal population, included Toronto, Montreal, Calgary, Ottawa, Edmonton, Mississauga, Winnipeg, Fraser Valley Regional, Vancouver, and Hamilton. University library Web sites, in descending order of print volume holdings, included Toronto, Alberta, British Columbia, McGill, Western Ontario, Laval, Concordia, Calgary, York, and Queen's. Regional library consortia included CARL/ABRC (Canadian Association of Research Libraries / Association des bibliothèques de recherche du Canada), COPPUL (Council of Prairie and Pacific University Libraries), OCUL (Ontario Council of University Libraries), CREPUQ (Conférence des recteurs et des principaux des universités du Québec), CAUL-CBUA (Council of Atlantic University Libraries / Conseil bibliothèques des universités de l'Atlantique), CPSLD (Council of Post Secondary Library Directors, British Columbia), and HLLR (Heads of Libraries and Learning Resources, Colleges Ontario). Public library agencies included Alberta Public Library Services Branch; British Columbia Libraries and Literacy Branch; Saskatchewan Provincial Library; Manitoba Public Library Services Branch; Ontario Ministry of Tourism, Culture, and Sport; Nova Scotia Provincial Library; and Newfoundland and Labrador Provincial Information and Library Resources Board. Also consulted were the *IFLA/UNESCO Public Library Manifesto (1994)*, the *IFLA/UNESCO School Library Manifesto (1999)*, and the *IFLA Library Statistics Manifesto (2008)*.

Altogether, some 422 value propositions are documented in this report. The following sectoral breakdown shows that public library entries are by far the most numerous:

- General – 96 propositions
- Academic libraries – 32 propositions
- School libraries – 35 propositions
- Special libraries – 8 propositions
- Public libraries – 251 propositions.

The library value propositions in this report were reviewed for relevance and edited or paraphrased if lengthy. They should be viewed as tentative and “raw data” for excerpting and rephrasing, in whole or in part, rather than as a set of formally endorsed statements that have been market tested.

**Executive Summary Table**  
**National Statistical Profile of Canadian Libraries\***

<b>Library Measure</b>	<b>All Libraries</b>	<b>Public Libraries</b>	<b>Academic Libraries</b>	<b>National Special Libraries**</b>	<b>School Libraries</b>
<b>Use</b>					
In-person visits	359,685,882	163,937,870	87,863,982	---	107,884,030
Circulation transactions	522,981,767	304,136,807	24,740,930	6,998	194,097,032
In-library materials use	61,192,698	53,165,761	7,865,481	161,456	---
ILL borrowed	2,844,348	2,165,592	431,107	247,649	---
ILL loaned	2,571,849	2,145,123	408,829	17,897	---
Reference transactions	25,346,719	21,745,832	3,560,941	39,946	---
Program attendance	7,729,932	6,900,477	828,662	793	---
Electronic database sessions	68,896,353	17,855,588	30,740,765	20,300,000	---
<b>Resource</b>					
Libraries	16,332	1,673	205	3	14,451
Service points	18,605	3,415	732	7	14,451
Hours open	19,854,679	3,063,219	3,095,862	13,391	13,682,207
Population served***	34,126,547	32,342,163	1,530,766	34,126,547	5,048,708
Collection expenditures	\$558,067,839	\$159,256,002	\$331,721,468	\$10,890,369	\$56,200,000
Staff expenditures	\$2,129,004,974	\$924,550,086	\$507,353,868	\$136,079,127	\$561,021,893
Other operating expenditures	\$630,842,762	\$302,181,756	\$59,448,471	\$42,792,483	\$226,420,052
Total operating expenditures	\$3,322,411,786	\$1,390,484,055	\$898,523,807	\$189,761,979	\$843,641,945
Capital expenditures	\$225,564,000	\$111,503,861	\$54,636,000	\$7,556,000	\$51,868,139
Total expenditures	\$3,546,961,702	\$1,501,987,916	\$952,145,723	\$197,317,979	\$895,510,084
Print serial subscriptions	471,854	104,617	192,050	46,574	128,613
Print volumes	296,328,045	87,298,662	95,211,541	13,000,452	100,817,390
Total physical items	464,720,579	100,491,593	199,784,856	59,386,756	105,057,374
Electronic items	13,094,887	912,017	11,846,768	158,965	177,137
Total collections	477,815,466	101,403,610	211,631,624	59,545,721	105,234,511
Professional librarians FTE	8,826.00	2,796.92	1,976.08	196.00	3,857.00
Total staff FTE	36,858.49	16,078.51	8,156.98	1,839.00	10,784.00
Programs offered	385,934	350,831	35,090	13	---

\* Reporting year varies: 2009–2010 and/or 2010 for public libraries; 2009–2010 for university libraries and 2008–2009 and/or 2009–2010 for college libraries; 2009–2010 for the three

national special libraries\*\*; and 2003–2004, 2007–2008, and/or 2009–2010 for school libraries

\*\* The three national special libraries are the Canada Institute for Scientific and Technical Information (CISTI), Library and Archives Canada (LAC), and the Library of Parliament

\*\*\*Based on CISTI and LAC service models, the population served by the three national special libraries is the total population of Canada; based on the data reporting conventions of academic and school libraries, the respective populations served in each sector are the total FTE of students and educators

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