



National Values Profile of Canadian Libraries

Alvin M. Schrader and Michael R. Brundin

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Introduction

The national values profile 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.

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; “Quotable Facts,” which are derived from the national statistical profile (see spreadsheet *National Statistical Profile of Canadian Libraries*); and a series organized by library sector of bulleted listings of Value Propositions. 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.

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.

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.

It should be noted that 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. Also, the emphasis is on Canadian statements but others are included.

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.

Framework for Thinking about Messaging

- It is time for the profession to turn library standards around and start with the needs of communities and individuals rather than with needs of an institution.

The library meets broad social needs, but its characteristic mode of operation is individualized, whether the user is a person, a group, an organization, a business, or a government. It is therefore essential that the library focus not only on major social trends but also on techniques to identify and meet unique individual needs. – paraphrasing “A Mission Statement for Public Libraries,” Goals, Guidelines, and Standards Committee, Public Library Association, 1977

- Value proposition: a succinct and clearly communicated statement of specific benefits that intended recipients can expect from products or services compared to those of competitors; promises that recipients can visualize and get excited about. – Samantha Garner, GoForth Institute, Calgary [2012]
- Value proposition: an actionable, credible, succinct, and compelling offer to some entity or target of a benefit – that is, they get more than they give up – as perceived by them and in relation to alternatives including doing nothing; what an intended audience considers valuable and cares about, and to be of merit or utility; what funders value. – Joseph Anderson, 2012
- Benefits are outcomes, which pertain to the individual, and impacts, which pertain to society. Both are multi-year targets.
- Distinguish between received library values – stewardship, service, literacy, intellectual freedom, etc. – and received user value, the tangible benefits that an individual receives. – Gary Deane, 2003
- You have to find the people at the heart of the story, and connect. – Mark Kelly, CBC, Feb. 12, 2012
- Statistics aren’t emotionally engaging. How is an experience different from a transaction? Market the experience. Market what we do, not what we have. – Stephen Abram
- Connect the dots for people – Talk about the results we get from reading books, not the lending, not the tools, not the assets. – George Needham, OCLC, 2012
- Furthermore, 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. – “Statistics

and Performance Measures for Research Libraries Recent Research and New Developments,” Kathleen Shearer, CARL/ABRC Backgrounder Series # 3, January 2002

- Sell benefits, not features. – Denny Hamel, 2004
- People think highly of libraries but are unaware of funding challenges. Communicating how libraries transform lives will increase community support. Elected officials recognize the importance of libraries but still need more persuading to make them a funding priority. – “Turning the Page: Building Your Library Community,” Public Library Association, 2012
- Information is an elusive commodity, and few people are accustomed to thinking in terms of what they gain from library or information use, either in terms of time saved or mistakes avoided, increased knowledge, better decisions taken and so on. – Charles Oppenheim
- Recent research in Ontario and elsewhere points to a perception that the library is not making a critical contribution to the issues facing communities today.

When we have asked politicians to name the five most pressing issues facing their communities, and then the five things that first come to mind when they think about the public library’s value to the community, there is often little relationship between the issues of importance and the library’s perceived value. – *The Library’s Contribution to Your Community: A Resource Manual*, Southern Ontario Library Service, 2nd ed., 2007

- Community perceptions of the librarian are highly related to library support. – *Geek the Library: A Community Awareness Campaign*, OCLC, 2008
- Not everyone perceives the same value in library services. Market segmentation strategies are the key, combined with a marketing orientation for the library as a whole. – Ned Potter, 2012
- Support for the public library viewed as an essential public institution has decreased in Ontario surveys from 45% in 2000 to 38% in 2006, while more people view it as a competitor in the information environment (from 55% in 2000 to 61% in 2006). – *Ontario Public Libraries Market Survey*, Federation of Ontario Public Libraries, 2006
- How and why questions are not well answered by Google. – Stephen Abram
- Sell the reading experience. Celebrate what reading means to people. The reader-centred library starts with readers, not books and writers. It gives readers the starring role. – Rachel Van Riel, Director, Opening the Book, Ltd.

- Advocacy efforts should focus attention on library “super supporters.” – “Turning the Page: Building Your Library Community,” Public Library Association, 2012
- What underlies the range of citizen perceptions and ratings of service quality for almost every type of government service? *Citizens First* found that by far the strongest determinants of satisfaction and confidence, and therefore of service quality ratings, are elements of the service-delivery process itself.

There are five key dimensions or drivers of service quality: timeliness (the single most important driver across all services); staff (knowledgeable staff who treat customers fairly and “go the extra mile”); positive outcome; ease of access; and, recent experiences with services. – “Summary Report,” Erin Research, 1998, and “Top 8 Highlights,” Institute of Citizen-Centred Service, 2008

- 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, such as summer reading programs.
- Library service is complex, elusive, abstract, and multidimensional – it is without physical form; it varies with each rendering; it is generalized from one or two experiences; and it varies with user perceptions and expectations.
- Libraries and library staff meet a multitude of cultural and economic needs, but their characteristic mode of operation is individualized. Each interaction is an opportunity for librarians and their staff to contribute to the personal and professional satisfaction of clients of every age and walk of life every day of the year in every corner of the nation. Every outcome of library service is an individual’s story.
- 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 different positioning of libraries and librarians would begin with collections of users not of holdings and information; customer focus not self-service; user value experienced not librarian value added; user benefits not just satisfaction; and cultural investment not financial expenditure.
- We have great product content, great staff, great public ratings and goodwill, great locations and geographic networks, and great value. Now we need to focus on choices, outcomes, benefits, values, and transformations – not on features, services, transactions, and stick counts. – Alvin M. Schrader, 2006
- 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. – *National Core Library Statistics Program: Statistical Report, 1999: Cultural and Economic Impact of Libraries on Canada*, Alvin M. Schrader and Michael R. Brundin, 2002

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, LofP), 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

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.

Value Propositions for 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
- 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 value of reading is priceless. We need a society that is more literate than ever, despite what some people might be predicting. You hit a website? You need some form of literacy to navigate your way through it. Think about all the emailing we do, think about all the texting we do. – Paul Pantaleo, Learning Assistance Teacher, Sir James Douglas Elementary School, Victoria, and sessional instructor, University of Victoria
- In words heard from infancy to age two-and-a-half, the average child in poverty had half as much experience per hour as the average child in a working-class family and one-third that of the average child in a professional family: 616 words vs 1,251 words vs 2,153 words, respectively. By age 4, the average child in a welfare family might have 13 million fewer words of cumulative experience than the average child in a working-class family. – Betty Hart and Todd R. Risley, 1995
- Increasing the general knowledge and vocabulary of a child before age 6 is the single highest correlate with later educational success. Disparities in the complexity and the number of words used by children across socio-economic groups are the most important barrier. Research has shown that children of professionals are exposed to 34 million more words by age 4 than children growing up in poverty. – Ginia Bellafante, *New York Times*, 2012
- 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

- 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
- Libraries broaden the world of the reader. – Nancy Pearl
- We only have one life to live. But through reading we can live many lives. – Nancy Pearl
- Libraries are a learning environment. – Stephen Abram
- The roots of librarianship: supporting and encouraging creation. – Erik Boekesteijn, Jaap Van de Geer, Jeff Wisniewski, and Paul R. Pival

- Libraries are repositories of knowledge. But information, all on its own and without structure, has little meaning. It's the librarians and library staff who make a collection knowable. Librarians are the curators of information, the interpreters, the dot-connectors.
– Ben Adaman, Coordinator, Communication Device Program, Deer Lodge Centre, Winnipeg, speech, 2012 J.W. Crane Memorial Library's 50th Anniversary Celebration [contributed by Angela Osterreicher, Health Sciences Library, University of Manitoba]
- Librarians are the freedom fighters of our time. – Amy Goodman, Executive Producer and Host of *Democracy Now!*
- Google can bring you back 100,000 answers; a librarian can bring you back the right one.
– Neil Gaiman, English author, first to win both the Newbery Medal and the Carnegie Medal for one work [contributed by Sue Denton, Central Kings Rural High School Library and Coldbrook & District School Library, Nova Scotia]
- Libraries offer the gift of tongues. – Wendy Newman, Senior Fellow, University of Toronto and Past President, Canadian Library Association
- Community-centred planning is part of the DNA of all librarians. Whether employed in a public library, a college library, or university library. We all assess the success of our programs by the extent to which they respond to the needs of the diverse communities that we serve.

Tied to this “community orientation” is a professional inclination among librarians to collaborate. We all know that our potential for success is higher whenever we draw others into our initiatives. And we frequently look beyond our organizational silos to gain knowledge and increase the impact of our work.

At Simon Fraser University (SFU) Library we know that our students, faculty and staff don't just rely upon the SFU Library to support their needs – they rely upon a much larger nexus of libraries and library services. We also know and embrace the notion that members of the broader community with no formal ties to SFU can and do have needs that can be met by SFU's Library.

Libraries of all types share a common challenge today: the digital revolution has led to dramatic changes in the ways in our patrons read and the ways in which they gather and analyze information. The digital revolution is also changing the ways in which our patrons interact and communicate. As librarians, we are all finding new and creative ways to build on our historic strengths, develop new programs, and support our communities in the context of these changes.

Identifying and surfacing the rapidly evolving needs of our communities and exploring ways to respond – together – is the context. It's all about both community and collaboration in the context of change. – Charles Eckman, Dean of Library Services, Simon Fraser University

- Libraries are doors to other dimensions. – Wendy Newman, Senior Fellow, University of Toronto and Past President, Canadian Library Association
- Being raised in a family of library-lovers, I've always had libraries in my blood and I will be forever grateful for all that libraries have given me: an enjoyment of books, a lifelong quest for information, and a rewarding and fulfilling career. – Keith Walker, Director of Library Services, Medicine Hat College, Alberta
- Libraries have the power to transform lives through the connections they make between people and information. – Keith Walker, Director of Library Services, Medicine Hat College, Alberta
- What a library means to me is Freedom: The freedom to visit a library to read, to meet with the community, to find information. Having that freedom no matter my income, my education, my abilities, is fundamental to our human rights as Canadian citizens. – Lauraine Twilley, Library Technician, Lord Selkirk Regional Comprehensive Secondary School, Selkirk, Manitoba
- Reading about research that does not involve the computer, I was impressed that Oscar phoned his grandmother in the U.K. for one answer and had his mother drive him to various post offices.

I was surprised, however, that he and his mother didn't just head directly to the library. There might be some leg work involved, but with a good catalogue and a helpful librarian, I would venture to guess that most answers can be found within its four walls.

We forget the incredible societal value of libraries at our peril. – Mary J. Thomson

- Value proposition: we provide interaction with the user in which we validate them and encourage them in the research process. Google does not tell them they can do it. It does not say, "that is an interesting topic." It does not acknowledge that they are frustrated in the search process. – Gerrit Van Dyk
- It is the responsibility of libraries to guarantee and facilitate access to all expressions of knowledge and intellectual activity, including those which some elements of society may consider to be unconventional, unpopular, or unacceptable. To this end, libraries shall acquire and make available the widest variety of materials.... Libraries should resist all

efforts to limit the exercise of these responsibilities while recognizing the right of criticism by individuals and groups. – Canadian Library Association

- Defending the freedom to read and safeguarding access to ideas is everybody's job, not just what libraries do every day for everyone. [paraphrasing an IF awareness campaign launched in the U.S. in 2012]
- Libraries: broccoli, as in good for you, or soufflé? I am the soufflé! – Sandra Anderson, Librarian, Alberta Teachers' Association
- Libraries are kind of like broccoli. We're good for people. We think we're chocolate soufflé but the fact is that most people see broccoli when they look at a library. We have to convince them that we're not just good for them... we're more fun than that. – Sandra Anderson, Librarian, Alberta Teachers' Association
- This quote is why I became a librarian...."We believe [...] that what people read is deeply important; that ideas can be dangerous; but that the suppression of ideas is fatal to a democratic society. Freedom itself is a dangerous way of life, but it is ours." This was from the American Library Association ("Freedom to Read Statement", 1953). – Sandra Anderson, Librarian, Alberta Teachers' Association
- The library is a place, a practice, a tradition which encourages people to become more connected to themselves and to the larger world. – Junot Diaz, author
- Every time I get to encounter or work with librarians, I am always impressed by their sheer awesomeness. – Neil Gaiman, author
- Most people don't realize how important librarians are. I ran across a book recently which suggested that the peace and prosperity of a culture was solely related to how many librarians it contained. Possibly a slight overstatement. But a culture that doesn't value its librarians doesn't value ideas and without ideas, well, where are we?" – Neil Gaiman, author
- Without librarians, I wouldn't be an author today. – Brad Meltzer
- I'm of a fearsome mind to throw my arms around every living librarian who crosses my path, on behalf of the souls they never knew they saved. – Barbara Kingsolver, author
- In the nonstop tsunami of global information, librarians provide us with floaties and teach us to swim. – Linton Weeks
- When the going gets tough, the tough get a librarian. – Joan Bauer, author

- The old man was peering intently at the shelves. "I'll have to admit that he's a very competent scholar." "Isn't he just a librarian?" Garion asked, "somebody who looks after books?" "That's where all the rest of scholarship starts, Garion. All the books in the world won't help you if they're just piled up in a heap. – David Eddings, *King of the Murgos*
- The real heroes are the librarians and teachers who at no small risk to themselves refuse to lie down and play dead for censors. – Bruce Coville, author
- Librarians are the secret masters of the world. They control information. Don't ever piss one off. – Spider Robinson, author
- To all my librarian friends, champions of books, true magicians in the House of Life. Without you, this writer would be lost in the Dust. – Rick Riordan, *The Red Pyramid*
- To Homer, libraries were holy places like churches, and the priestly librarians a blessed race, a saving remnant in a world of sin. Whenever God grew impatient and decided to destroy the world he remembered the librarians and stayed his hand. – Jane Langton
- The free access to information is not a privilege, but a necessity for any free society. – Edward Asner, actor
- No libraries, no progress. – Willard Scott, broadcaster
- Doing research on the Web is like using a library assembled piecemeal by pack rats and vandalized nightly. – Roger Ebert, film critic
- Libraries will get you through times of no money better than money will get you through times of no libraries – Anne Herbert, author
- A great library contains the diary of the human race. – George Mercer Dawson
- The library is not a shrine for the worship of books. It is not a temple where literary incense must be burned or where one's devotion to the bound book is expressed in ritual. A library, to modify the famous metaphor of Socrates, should be the delivery room for the birth of ideas -- a place where history comes to life. – Norman Cousins
- Libraries are reservoirs of strength, grace and wit, reminders of order, calm and continuity, lakes of mental energy, neither warm nor cold, light nor dark..... In any library in the world, I am at home, unselfconscious, still and absorbed. – Germaine Greer
- Libraries have been around for 5,000 years. If they were not essential institutions, they would have died out long ago. –“Libraries Are Essential” Web site, Kathy Dempsey

- All of today's electronic information still needs to be organized and retrieved; professionally trained librarians are the ones with the contemporary skill sets to do this. Whenever you need to organize a large collection of information, regardless of format, professionally trained librarians are simply the best choice. – Malcolm MacBeath
- People haven't stopped writing and publishing books in the electronic world; librarians manage e-books. – Malcolm MacBeath
- Libraries are places offering the gift of tongues and vast potential. – Northrop Frye
- Libraries are doors to other dimensions. – Diane Gabaldon
- Libraries provide the white spaces. – David Bollier
- I think I will submit several thoughts from different perspectives.

First - Libraries are really important to me personally. A Librarian in a North Vancouver Public Library really helped alter my life path. She provided me with all kinds of information on different careers at a point in my life when I had been laid off. Based on her expert gathering of materials I shortlisted 3 different options one of which was to become a Librarian. I followed that path and I have loved every minute of it. She changed my life and the direction it took.

Second - Our Post Secondary Library serves many new Canadians or folks thinking of becoming Canadians. The difference the materials and the staff make to these people is remarkable. It is one of the essential elements that helps them become what they want to be.

Third - As a citizen I really believe that libraries are one of the essential foundation stones of a democracy. They are one of the last great surviving institutions based solely on the idea of the "Public Good." The lives they touch and the difference they make to our democratic societies is remarkable and I hope this will never be lost. – Tim Atkinson, Director, Library and Learning Centre, Vancouver Community College

- Libraries are...
 - economic engines
 - logistics experts
 - valued destinations
 - global information suppliers

– "Libraries: How They Stack Up. Canadian Edition," OCLC, 2004

- Defending the freedom to read and safeguarding access to ideas is everybody’s job, not just what libraries do every day for everyone. [paraphrasing an IF awareness campaign launched in the U.S. in 2012]
- The library connects us with the insight and knowledge, painfully extracted from Nature, of the greatest minds that ever were, with the best teachers, drawn from the entire planet and from all our history, to instruct us without tiring, and to inspire us to make our own contribution to the collective knowledge of the human species. I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries. – Carl Sagan, *Cosmos*
- “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)
- We are long past the time when librarians should determine why libraries are valuable. Community members, including those who do not use the library, should determine the library's worth and contribution to society. Hearing and responding to community voices is how libraries will remain relevant. Are we listening? – Annette DeFaveri, Executive Director, British Columbia Library 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.” – Alex Byrne, quoted in *IFLA Library Statistics Manifesto*, International Federation of Library Associations and Institutions, 2010
- Libraries and archives are the memory institutions of society, preserving and providing access to our cultural, scientific and historical record. Libraries and archives support education, learning and creativity, and underpin the idea of civilisation itself. They enable intellectual freedom by providing access to information, ideas and works of imagination in any medium and to all members of society. This mission has not changed over time, despite many changes in the way in which information is transmitted and accessed.

The vast majority of libraries and archives are non-commercial and not-for-profit and, although funding models are different all over the world, numerous return of investment studies have shown that the value of return is at least 4-6 times the investment.

Libraries operate in a variety of contexts: academic libraries, national libraries, public libraries, research libraries, school libraries, and special libraries.

- Globally, libraries spend over \$23 billion each year on books, journals, audio-visual and digital content. This expenditure is often on the critically important but not necessarily commercially successful works which form the foundation of our culture. They are often the only institutions that preserve public domain materials. There are over one billion registered library users on Earth. Libraries and archives provide services that:
 - preserve and make available the historical record
 - support scientific research and development that nurtures innovation and facilitates successful enterprise – university and research libraries are key in enabling this
 - rebuild the economy by helping people to learn new skills, and providing information and support for the unemployed and new immigrants
 - bridge the digital divide by providing computers and access to the Internet, and teaching how to use it; and also provide special equipment to help those with disabilities
 - enrich the lives of individuals by putting them in touch with creative works and ideas, factual information and genealogical materials
 - inspire a love of reading in children and develop emergent literacy skills, an essential foundation to higher education
 - improve the health and well-being of individuals and communities by supporting medical research and giving people information on which to base health and life decisions
 - facilitate a democratic society.

– IFLA, International Federation of Library Associations and Institutions

- Libraries in all sectors variously support or offer:
 - circulation services of books and other materials including interlibrary loan
 - access to proprietary databases, books, and other materials
 - preservation of materials, physical and digitized
 - research assistance
 - scholarly community collaboration
 - scholarly communications enhancement including publishing materials
 - access to information (on-site use of books and other materials)
 - access to information technologies including workstations, the Internet, and wireless
 - programs on a wide variety of topics
 - curriculum development assistance

- space for reading
 - space for work
 - space for studying and learning
 - space for meeting and collaboration
 - space for display
 - personal and social well-being
 - cultural diversity
 - heritage enrichment
 - community engagement
 - community partnering
 - public affairs and democratic engagement
 - social and community development
 - economic stimulus and investment through local employment and purchasing power, local, national, and international
 - small business start-up and assistance.
- The 12 ideals toward which librarians strive as they provide comprehensive access to the record of human existence:
 - Libraries sustain democracy.
 - Libraries break down barriers.
 - Libraries level the playing field.
 - Libraries value the individual.
 - Libraries nourish creativity.
 - Libraries open young minds.
 - Libraries return high dividends.
 - Libraries build communities.
 - Libraries support families.
 - Libraries building technology skills.
 - Libraries offer sanctuary.
 - Libraries preserve the past.

– “12 Ways Libraries are Good for the Country,” *American Libraries*, 2010

- Our framing of the value of librarians and libraries:
 - Librarians foster freedom of choice.
 - Librarians are connected—to people and to each other.
 - Librarians are economic multipliers.
 - Librarians create and influence cultural policies.
 - Librarians are socially responsive, fiscally cautious, and generate goodwill and other intangible asset beyond the balance sheet.

- Librarians both shape and implement cultural and information policies.
- Librarians change lives.

– *National Core Library Statistics Program: Statistical Report 1999: Cultural and Economic Impact of Libraries on Canada*, Alvin M. Schrader and Michael R. Brundin, 2002

- A Modest Manifesto for the Libraries of Canada:
 - Libraries are the brain of the nation and the interface in a knowledge-based society.
 - Libraries have content from all over the world. They create access by selecting and organizing materials everywhere, published and unpublished, virtual and real.
 - Libraries foster freedom of choice. They advocate for access as the foundation of all human rights.
 - Libraries make a difference in the quality of life enjoyed by Canadians in both the personal and the social realms. They change lives. They strengthen communities. They promote and sustain literacy and reading.
 - Libraries play a key role in information infrastructure, government e-learning, and government e-communication.
 - Libraries manage a preferred venue for Internet access.
 - Libraries are economic incubators. They benefit local businesses. They are economic multipliers. They stimulate local economies as employers and through direct purchases of goods and services.
 - Libraries are socially responsive and fiscally accountable. They generate goodwill and other intangible assets not found on balance sheets.
 - Libraries are dedicated to a service ethic of individual care and community enrichment.
 - Libraries support the economic, social and cultural life of Canadian society, business, and democracy. They create intellectual capital.
 - Libraries are multi-purpose gathering places, convivial public spaces. They create cultural and social space.
 - Libraries are collections of users. They provide multiple services to multiple communities of users. They are a social network of 22,000 libraries strong in all sectors all across Canada, serving every sector of society for every purpose and every age, from pre-school to high school, college and university, business and government, not-for-profit and NGOs, public and private. They make a difference in the lives of the people of Canada.
- They are worthy of support from all levels of government and every business enterprise.– Alvin Schrader, Past President, Canadian Library Association, and Professor Emeritus, University of Alberta

- Literacy is a crime prevention tool.
- Libraries are real places and virtual spaces.
- Libraries are places where people and ideas meet.
- Libraries are the realm of chance and imagination.
- Libraries are places of both solitude and conversation.
- Libraries are places of fusion.
- Libraries are places for all including the least, the lost, the last, the literate, and the learned.
- Libraries are incubators of new ideas.
- Search engines are faster but libraries are more trustworthy.
- Go to the library, really or virtually. Get better grades!
- Libraries: travel agents of the mind.
- Libraries: exploration spaces.
- Libraries: showing you a better way.
- Libraries have the tools, the talent, and the heart.
- 24/7 digital access in libraries: fast, friendly, self-service.
- Library staff expertise and resources: partners in knowledge.
- Libraries: a legacy investment.
- Libraries: practicing safe research!
- Libraries everywhere: making a difference in people's lives.
- Libraries: the reading institution.
- Libraries: the learning institution.

- Libraries: the reading and learning institution.
- Libraries are recognized as the place to go for public Internet access.
- Libraries and library use are about personal identity.
- Libraries are cultural memory institutions.
- Libraries: a marketplace of ideas.
- Libraries: publishers and enablers.

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
- University of British Columbia Continuing Studies collaborates with other UBC departments and community partners to provide free public lectures and other learning events that share perspectives and encourage debate on interdisciplinary topics such as civic responsibility, social justice, health and wellbeing, culture and the arts, sustainability, and much more. The Irving K. Barber Learning Centre is a very important and much appreciated partner. Through its webcasts, the Irving K. Barber Learning Centre makes it possible for many more people, from across Canada and around the world, to attend these UBC events and to include them in other learning and community activities. – Don Black, Director, Arts, Humanities and Public Affairs, UBC Continuing Studies, University of British Columbia
- 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. These webcasts are still being viewed today by many

people who were not able to attend those events physically at UBC during the annual festivals. The webcasts has long shelf life beyond the annual festivals and form part of the physical legacy of Asian Heritage Month activities in Canada. – Winnie Cheung, President, Vancouver Asian Heritage Month Society

- Many thanks to the Irving K. Barber Centre webcast for preserving conference presentations to be shared locally and globally. Conferences come and go much too quickly, for presenters and participants, and one is left with a quest to confirm learning exchange which the IKBC website does so very capably. I spoke at the “Citizenship without the Nation – Relevance: The Nation and the City” (October 2010) and now can share that with others seeking to interrogate the various meaning of citizenship from academic, scholarly and community perspectives. – Hayne Wai, Sessional Instructor, Faculty of Education, University of British Columbia, and past president, Chinese Canadian Historical Society of British Columbia
- As “The Library” comes to stand for something like “cross-faculty, cross-sector local manager of universal data resources,” so the question of how funding for its proliferating functions is assured at the appropriate level becomes more pressing. – Mark Vessey, Professor of English, Canada Research Chair (Literature / Christianity and Culture), and Chair, Senate Library Committee, University of British Columbia
- In a world where digital fluency is a baseline for competitive advantage, never before have academic libraries been better positioned to profoundly and fundamentally impact student success and faculty research outcomes. Libraries are on the cusp of a Golden Age. – Jonathan Bengtson, University Librarian, University of Victoria
- 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?”

We're in this hybrid space right now. The changes are, if anything, increasing the vibrancy of the library's role. I'm absolutely convinced that we're about to enter a Golden Age for libraries. Libraries are positioned as never before, and it's taken thousands of years of history to have a much more direct and interactive relationship with the learning process and the research process.

It's really how the university itself is changing, and how teaching and research is changing. One of our roles is to understand information, to understand what data is real and what data isn't.

In the past, the library's role was more passive and focused on acquiring and keeping collections. Now, librarians have high levels of expertise in terms of digital systems and other programs that allow them to play a more collaborative role. That's probably the biggest change that's coming for us. We'll have a service aspect to what we do, but we're moving much more toward thinking of a librarian as a scholar-practitioner.

Ultimately, the university library brings people and academic disciplines together. The library's role is to begin to understand and connect across disciplines. We sit as the “non-siloed” space on campus where some of these collaborations happen across skill sets and across faculty and students and community. – 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
- Libraries are powerful places. A first year university student from a rural area, new to the city and a big campus, told us at a meeting that she came to the library and through serendipity and chance discovery by browsing the shelves, she discovered books on lesbianism and sexuality. It was a revelation for her. She had never read about herself in this way before. Never realized she was not alone or different. Never knew that her sexuality was normal. It was such a matter-of-fact telling of such a transformative moment in this woman’s life. I think of the story often. It reminds me our work is so much more than all the things we do day to day. To even be able to create a space for this kind of life-changing moment to happen for even one person is amazing. – Carol Shepstone, University Librarian, Mount Royal University Library, Calgary
- Through partnerships, the Toronto Public Library fosters strong communities. Working with the Library and University of Toronto's Centre for Community Partnerships, Frontier College is supporting the academic learning needs of children and youth in Toronto’s 13 priority neighbourhoods. – Sherry Campbell, President, Frontier College
- Without this treasure, none of us could do what we do. – Faculty member, University of Toronto
- The University of Toronto Library has incredible resources available for academic use. Thank you! – Faculty member, University of Toronto
- The library and librarians of this university are two of its finest features. I work regularly with the Gerstein and Data library staff. Both physical, electronic and human resources are spectacularly strong and deserving of continuing and greater support from the university. – Faculty member, University of Toronto

- It is amazing the amount and the variety of information that can be found in this library. – Undergraduate student, University of Toronto
- The libraries at U of T are simply amazing. It is the best service I have ever got! – Undergraduate student, University of Toronto
- I can say with no hesitation that Innis College Library and the University of Toronto Libraries have been a wonderful resource to me not only when I was a student, but now, in my capacity as lecturer. Thank you for this opportunity. – Faculty member, University of Toronto
- The University of Toronto library system is a marvel – a huge benefit of working for the University. The pivotal experience I tell people about is putting together an Introduction to Quantitative Methods course and finding everything from 19th century historical materials from the Galton lab (in the Fisher Library) to current print material at Gerstein and the Math library to online articles through the available search engines. My wife marvels that Robarts Library or Vic always has the latest publications on Jane Austen. I researched an article on 19th century interior design of Atlantic liners pivotally relying on Gerstein's collection of the journal Engineering going back to the 1860s. – Research staff member, University of Toronto
- We have been developing a portable digitization system for First Nations communities. This system will assist them in preserving and digitizing their own valuable oral histories and language recordings. These recordings carry valuable information and histories about our ancestors. Through digitization they can be preserved and accessed by researchers and community members for generations to come. – Xelsilem Rivers, Intern, Museum of Anthropology, University of British Columbia
- University of British Columbia has more than 1,900 Twitter followers and over 50 social media accounts, including blogs and more. – University of British Columbia Libraries
- By supporting First Nations communities, we are safeguarding future generations' access to valuable community information. – Mimi Lam, Digital Projects Librarian, University of British Columbia Library
- We chose to fund the Learning Commons because we've always believed that people learn best when they are engaged in discussion, sharing ideas and insights with one another. – Kay Scott and Lloyd Chapman, donors, University of British Columbia Library
- I always find it interesting that in university, we have such segregated classrooms – by discipline. In the Learning Centre, you get to bring all these things together. It's a place where you can grapple with the whole concept of what this university could produce.

The Barber Centre has provided a space for sharing knowledge, ideas, and, very importantly, potential. The potential for each one of us to be better tomorrow than we are today. I am proud to have been a part of this community, and would like to extend my sincerest thanks to the people – Mr. and Mrs. Ike Barber, and Kay and Lloyd Chapman – who have given so generously. They have helped make my experience at UBC – and those of my peers – an engaging, enlightening journey. Thank you for giving us the gift of life-long learning. – Laura Fedoruk, graduate, Engineering Physics, University of British Columbia

- No one ever graduated from a library. No one ever graduated without one. – Anonymous [UBC Library Legacy Bookplate Program]
- The values that underpin the Libraries' efforts as we strive to fulfill our mission and achieve our vision include a commitment to equity, accountability, collaboration, and accessibility (physical and virtual); to a welcoming, inclusive and user-centered service philosophy; and to the preservation, stewardship and growth of our collections. – York University Libraries
- Good libraries help institutions to recruit and retain top researchers. There is global competition for top researchers, and institutional reputation is key to attracting them. Many factors contribute to a good reputation, including league tables, RAE scores, research productivity and funding levels. But the library also contributes, positively or negatively, to an institution's reputation.

Libraries promote and exploit new technologies and new models of scholarly communications. Libraries are critically important in helping researchers to exploit the full benefits and opportunities of the networked world, including such developments as open access and social media.

Repositories increase the visibility of the institution and raise its research profile. Most institutions now have repositories to store and make available institutional assets such as research papers and theses. In most cases, the library runs the repository on behalf of the institution, and senior institutional managers acknowledge the role the repository plays in increasing the visibility of the institution's outputs and raising its research profile. – *The Value of Libraries for Research and Researchers*, Research Information Network, 2011

- The library provides essential infrastructure – largely in the form of reliable and well-documented access to prior scholarship, data, the cultural record, and other research materials – that is necessary to the effective practice of scholarship. It is worth noting that this description of the mission of the library is robust with respect to history, organization, and technical change. Providing the infrastructure of scholarly work was

the library's mission before the invention of the printing press, and continues to be the library's mission in a world where making public materials that are used in scholarship is accomplished in myriad media, many of them digital.

The library will succeed if it continues to be the locus of expertise and innovation regarding scholarly information, how to find it, and how to use it. – Paul N. Courant, University Librarian and Dean of Libraries, University of Michigan

- The academic library is appreciated as an intellectual hub and a provider of access to collections and other resources; user comments about what the Cornell University Library means to them can be classified into seven broad categories (emotional; ideal; intellectual; physical needs; praise; provider/support; social); some sample comments follow:
 - support for scholarly and academic endeavours – great place for any person to gain more knowledge; an environment that nurtures academics and learning; a place to sit and think untrammelled by pace
 - provision of and support for materials, services, and functions – the library houses almost every resource I need on a daily basis including human resources, paper resources, technological resources, comfy chairs, and coffee; I give them five minutes, they give me the world; searching through the stacks, surfing the web, and sipping coffee; more books than Wikipedia has articles!
 - ideals the library fulfills on campus and in society – it's the comforting smell of knowledge and books; in the library, information has no boundaries; books are only the beginning
 - role in emotional and psychological well-being – the library is another place I call home; a safe place to escape the world and go anywhere; the library is a calm oasis where I can think; refuge, sanctuary, haven respite
 - role in physical well-being – between class haven: study, nap, eat; a bed away from bed; a desk away from mine
 - contributing to a sense of community and societal connection – a place I can see my friends and drink chai; a place to be social AND get work done; where students (especially after midnight) are united under common suffering; the only alcohol-free social outlet on campus; the library defines the school, the library is Cornell; the library means the world to me.

– Cornell University Library, [2011]

- 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. Academics read seven articles on average in addition to the one they located in the library collection, indicating that facilitating discovery of additional relevant materials is another value-added aspect of the library's online search and discovery services.

The library is the most likely alternative for book reading if the original source is unavailable; 14% of book readings obtained from the library would not be obtained from another source if the library was not available.

The average academic staff member spends 187 hours per year reading library-provided material, out of 448 hours per year spent on scholarly reading overall. – *UK Scholarly Reading and the Value of Library Resources: Summary Results of the Study Conducted Spring 2011*, Carol Tenopir and Rachel Valentine, 2012

- 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

- Accessibility of scholarly journals and other library resources is crucial to the standing and effectiveness of a university and is a key discriminator between world-class universities and less prestigious institutions. – UK faculty member, quoted in *UK Scholarly Reading and the Value of Library Resources: Summary Results of the Study Conducted Spring 2011*, Carol Tenopir and Rachel Valentine, 2012
- Libraries contribute to the research performance of individuals and institutions in many different ways, even if the nature and extent of that contribution is not well understood by researchers and senior managers.

Perhaps the deepest, yet most elusive, contribution that libraries make is to provide a physical manifestation of the scholarly ethos that universities exist to inculcate and preserve. There is a risk that this intrinsic value may not be recognised by future generations of researchers who work in an online world. In building the evidence as to libraries' contribution to research, it is important to stress that the whole is greater than the sum of the parts; and that the value of the library is as a crucial cornerstone and representation of the values of the academy and of scholarship.

End benefits are:

- increased potential readership of research
- more research income
- higher quality research
- recruitment and retention of higher quality researchers
- more efficient research
- more satisfied researchers
- greater research output
- more motivated researchers.

– *The Value of Libraries for Research and Researchers*, Research Information Network, 2011

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 the curriculum. But it also helps with numeracy, it helps with literacy, it helps with all learning.

School libraries are so important to vibrant and healthy schools where students gain the literacy skills they need to succeed in school and beyond. School libraries offer a wealth of information and knowledge and act as an active learning centre for students, families and educators. Libraries Connect, the theme for this year 2012 is fitting because we’ve all seen and experienced how libraries can connect people to each other and we know the important role school libraries play in the academic and cultural lives of our students and educators. – Nancy Allan, Minister of Education, Manitoba, reading to grade one students at a school and celebrating Manitoba School Library Day 2012 with an official proclamation from the Province presented to the Manitoba School Library Association

- 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
- 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
- Libraries are the bridges to knowledge – providing kids not only with a diversity of information but also access to literature, culture, and sciences beyond what an increasingly narrow classroom curriculum presents. Librarians help kids develop the skills to research and evaluate resources, whether they be print or electronic. – “canfan,” commenting on a *Globe and Mail* article
- 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
- No one should be shocked to learn that if children have access to a wide range of relevant books and library materials, they will be more likely to use them, both for learning and pleasure. No one should be astonished to discover that if students and teachers can take advantage of the guidance provided by a qualified teacher-librarian, young people will be more likely to learn the sort of critical thinking skills that are increasingly important in an information-saturated society. Lastly, no one should be taken aback to discover that when children are introduced to books and other learning materials that tell them about their own society and its values, they will begin to soak up what that culture has to offer. – "Executive Summary," *The Crisis in Canada's School Libraries: The Case for Reform and Re-investment*, Ken Haycock, 2003

- In the best schools, attending a library class is like attending any other class, but its “subject” is a kind of metadiscipline: information literacy, as opposed to math or history; process rather than content. You need to learn both to attain a proper education.

In this regard, slashing the library operation is every bit as absurd as eliminating science or language instruction, or expecting social studies teachers, for instance, to “fill in” for their colleagues (a common fate for many teacher-librarians). – John Lorinc, member, Canadian Coalition for School Libraries

- The value of reading is priceless. We need a society that is more literate than ever, despite what some people might be predicting. You hit a website? You need some form of literacy to navigate your way through it. Think about all the emailing we do, think about all the texting we do. – Paul Pantaleo, Learning Assistance Teacher, Sir James Douglas Elementary School, Victoria, and sessional instructor, University of Victoria
- While 99% of elementary and 98% of secondary schools in Ontario have libraries, the percentage of schools with teacher-librarians has declined significantly over the past decade. In elementary schools, only 56% of schools have teacher-librarians (compared to 80% in 1998), and the vast majority work part-time. In secondary schools, which are larger, 68% have teacher-librarians (compared to 78% in 2001), 19% of them part-time.

Regional inequalities abound in the staffing of libraries; for example, 98% of elementary schools in the Greater Toronto Area have a teacher-librarian, compared to 11% of schools in Northern Ontario and 25% in Eastern Ontario.

School libraries can act as vibrant hubs for reading, information-gathering, technology and cross-curricular cooperation.

People for Education recommends that the province explicitly recognize the value of school libraries and implement policy to support libraries as “learning commons” in all schools. – “Annual Report on Ontario’s Publicly Funded Schools 2012,” People for Education, 2012

- 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

- 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.

It has been demonstrated that, when librarians and teachers work together, students achieve higher levels of literacy, reading, learning, problem-solving and information and communication technology skills.

School library services must be provided equally to all members of the school community, regardless of age, race, gender, religion, nationality, language, professional or social status. Specific services and materials must be provided for those who are unable to use mainstream library services and materials.

Access to services and collections should be based on the United Nations Universal Declaration of Human Rights and Freedoms, and should not be subject to any form of ideological, political or religious censorship, or to commercial pressures.

The school library is essential to every long-term strategy for literacy, education, information provision and economic, social and cultural development. As the responsibility of local, regional and national authorities, it must be supported by specific legislation and policies. School Libraries must have adequate and sustained funding for trained staff, materials, technologies and facilities. They must be free of charge.

The school library is an essential partner in the local, regional and national library and information network.

The school library is essential to every long-term strategy for literacy, education, information provision and economic, social and cultural development. As the responsibility of local, regional and national authorities, it must be supported by specific legislation and policies. School libraries must have adequate and sustained funding for trained staff, materials, technologies and facilities. . – *IFLA/UNESCO School Library Manifesto*, International Federation of Library Associations and Institutions, 1999

- Libraries have a vital role to play in the life of a school and in students’ achievement as learners.

By offering a wide choice of reading materials and allowing students to choose for themselves, school libraries can contribute significantly to students’ comprehension and

motivation to read. Libraries can also play a key role in developing students' capacity to find, evaluate, organize and transform vast amounts of information—vital skills in the increasingly unfiltered and collaborative digital universe. – quoted in *Making Connections Beyond School Walls: The Annual Report on Ontario's Publicly Funded Schools 2012*, People for Education, 2012

- The school library functions as a vital instrument in the educational process, not as a separate entity isolated from the total school program, but involved in the teaching and learning process. – International Association of School Librarianship, quoted in “Quotes on the Importance of School Libraries,” Ontario School Library Association
- Students' enjoyment of reading is a significant factor in their future success in all subjects.

In schools with teacher-librarians, students are more likely to answer positively to the statements “I like to read” and “I am a good reader”. That positive attitude is the foundation for true literacy and will improve their achievement all the way through school. – David Booth, quoted in “Quotes on the Importance of School Libraries,” Ontario School Library Association

- School libraries have an important role to play in our future competitiveness in the global economy. – Durand and Daschko, National Library of Canada, quoted in “Quotes on the Importance of School Libraries,” Ontario School Library Association
- We at the Ontario Secondary School Teachers' Federation look forward to a commitment by this government to reinvest in this vital but neglected asset, our school libraries. – Ontario Secondary School Teachers' Federation, quoted in “Quotes on the Importance of School Libraries,” Ontario School Library Association
- The government recognizes the critical role that school libraries play in improving student achievement.

Libraries have a powerful influence on stimulating interest in reading and strengthening research and critical thinking skills. – Avis Glaze, Student Achievement Officer, The Literacy and Numeracy Secretariat, and Kit Rankin, Acting Assistant Deputy Minister, Ontario Ministry of Education, 2005, quoted in “Quotes on the Importance of School Libraries,” Ontario School Library Association

- A properly staffed, appropriately stocked and well organized library is a critical tool that allows librarians and teachers to work together to help students achieve higher levels of literacy, problem-solving and information and communication technology skills. – Statistics Canada, 2001, quoted in “Quotes on the Importance of School Libraries,” Ontario School Library Association

- We now need sustained funding and a commitment to well staffed and well stocked libraries, in order to address the systematic inequities that are all too evidence across the province. This investment will also help to improve our students' achievement and enhance literacy levels. – *Education Watch*, Ontario Secondary School Teachers' Federation, 2007, quoted in "Quotes on the Importance of School Libraries," Ontario School Library Association
- Effective school library programs can help promote the development of information literacy skills among all students by supporting and coordinating the collaborative planning and implementation of reading programs, inquiry and research tasks, and independent study. – *The Ontario Curriculum, Grades 9 to 12: Program Planning and Assessment*, Ontario Ministry of Education, 2000, quoted in "Quotes on the Importance of School Libraries," Ontario School Library Association
- Teacher-librarians have a key role to play in our schools if we are to achieve a more literate population.

International research has shown a consistent correlation between school libraries, subject learning, and information literacy. If we really want to improve literacy, we have to ensure that we have teacher-librarians with budgets that allow for an adequate collection of books. With the many new technologies available, budgets must also provide for quality resources in new media.

Google cannot replace the teacher-librarian.

Googling can lead to misinformation or to so much information that a student is baffled. One role of the teacher-librarian is to help students develop information literacy. The teacher-librarian can work with students to learn about the multitude of difference resources and to develop skills in evaluating what they find for relevance and accuracy.

The teacher-librarian works with other teachers, as well. They provide resources to classroom teachers, helping them keep the curriculum up to date with new information and new technological tools.

Teacher-librarians can do all of this—if they exist.

Libraries should serve as an equalizer—giving access to resources and technology for students who have fewer resources at home. – "Teacher-Librarians Are Needed More Than Ever," *A Note from your Teachers*, British Columbia Teachers' Federation, 2005

- This study provides the first Canadian analysis of the relationship between student achievement and library resources and staff.

The presence of a teacher-librarian was the single strongest predictor of reading enjoyment for both grades 3 and 6 students.

The presence of trained library staff is associated with higher achievement in reading for grade 6 students.

Schools without trained library staff tend to have lower achievement on the grades 3 and 6 reading tests.

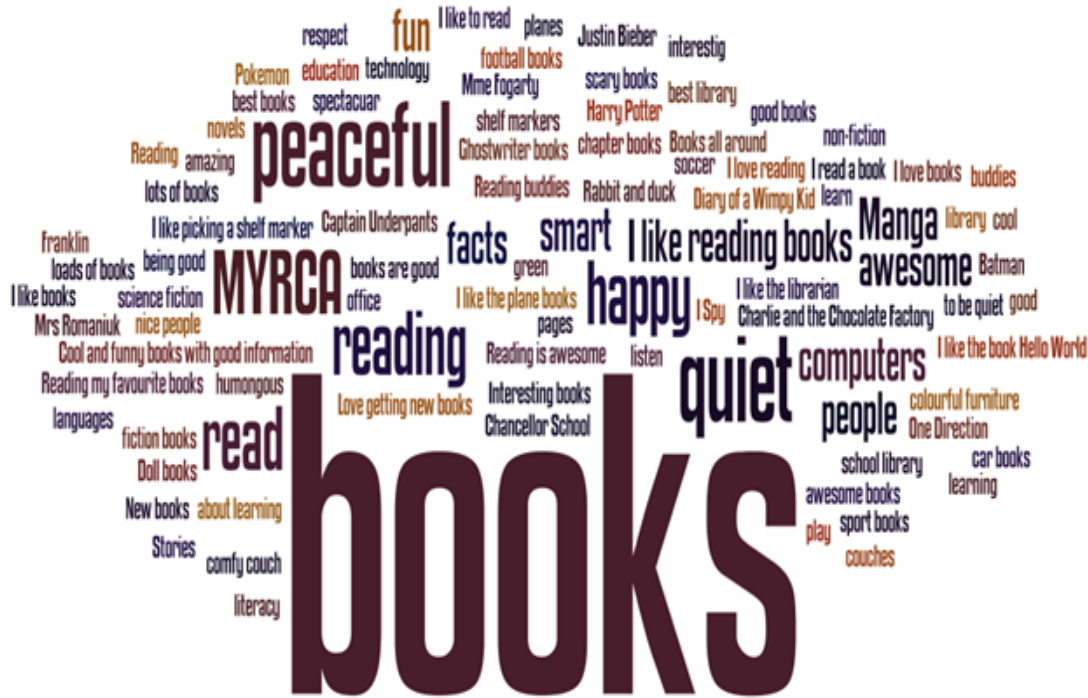
This study confirms previous international research that there is a relationship between a school library's staff and resources and the achievement and enjoyment of reading of its students. Because of this result, we believe it is imperative to protect Ontario students' access to library resources and trained professional staff while new literacy policy is being developed and while further study on the impact of school libraries is undertaken. – *School Libraries and Student Achievement in Ontario*, Ontario Library Association, 2006

- There is ample evidence that students who are able to read and write and have access to library resources that interest and excite them will develop a deeper love of reading and learning. – *Investments in School Libraries*, Literacy and Numeracy Secretariat Memorandum, 2005, quoted in *School Libraries and Student Achievement in Ontario*, Ontario Library Association, 2006
- Struggling adolescent readers need opportunities to choose their reading materials. This is critical for readers who may have had many years of failure and who may associate reading only with low-level information retrieval, dry writing exercises, assessment, or busywork.

Students need the opportunity to select their own reading material at least as often as they read material selected by the teacher, and they need access to a wide variety of accessible materials. These are critical factors in ongoing reading achievement. – *Think Literacy Success: The Report of the Expert Panel on Students at Risk in Ontario*, Ministry of Education, 2003, quoted in *School Libraries and Student Achievement in Ontario*, Ontario Library Association, 2006

- 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 basically did what you mentioned in your email. 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



- Books change how a child’s brain grows. [quoted by Margaret Mackey]
- Libraries: partners in curriculum development.
- 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.

Value Propositions for Special Libraries

- You win cases in the library, not the courtroom. – Arthur Mauro, Officer of the Order of Canada, Chancellor of Lakehead University, and former Chancellor of the University of Manitoba [quoted by Mr. Justice Marshall Rothstein, Supreme Court of Canada]
- “The library is the laboratory of the legal researcher”, they talk about facilitating equal access to the law, and one even has its motto as "the first rung of the ladder of justice. –

Kimberli A. Morris, Law Libraries / Development / Rule of Law / Human Rights blog
[contributed by Louise Hamel, Judges' Library, Toronto]

- Yes, there's such a thing as luck in trial law but it only comes at 3 o'clock in the morning. You'll still find me in the library looking for luck at 3 o'clock in the morning. – Attributed to Lois Nizer [contributed by Louise Hamel, Judges' Library, Toronto]
- We save the lawyers time! – Kathy Heney, Library Technician, Borden Ladner Gervais LLP, Ottawa
- Now I want you to close your eyes and dream seriously. Close your eyes and dream of a Government of Canada where all information is managed the way we manage our libraries. Where everything is in its right place, properly classified, easy to find, achieved when needed, destroyed when obsolete, available to all. Wouldn't that be wonderful? – Nikolas Florakas, Director General of the Organizational Readiness Office at Public Works and Government Services Canada [contributed by Cabot Yu]
- Suck up to a research librarian!
- We sweat the details so you don't have to.
- We look after the fine print so you don't have to.

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, and former Member of Parliament

- 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 Public library is at the heart of a healthy community. It opens worlds of opportunity for everyone. – Joan Sandersen, Director of Employment and Language Programs at MOSAIC, member of the City of Vancouver's Active Transportation Advisory Council, member of BC's Non-Profit Sector Employers' Council, and former Chair, Vancouver Public Library Board
- 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
- Libraries are integral to the educational and cultural hub of a city and society. Libraries must be non-threatening places where people of all ages, educational background and economic status can gather to be enriched. – Brent McDonough, Chair, Board of Trustees Edmonton Public Library, Faculty of Education at the University of Alberta, and formerly, Teacher, International Baccalaureate Coordinator, Edmonton Catholic Schools
- 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

- Tears. Magical? Innisfil Public Library made the tears of a blind man magical to me. In 1996, recently widowed, I presented myself at my local library to offer my services as a volunteer. After an interview with the Chief Librarian I hesitantly agreed to organize a "Homebound Delivery Service" which would assist people unable to visit any of the four branches of our library due to illness or lack of transport.

Several months later as I was waiting for an appointment at my doctor's office,... [a blind man and his wife came in and] I realized they were on our Homebound Delivery list. Should I say something or would it embarrass them? Since I did not make deliveries myself I had not met any of our Homebound patrons face to face.

The opportunity being too good to miss I pushed aside my usual shyness, bent down to be on their level and introduced myself. When I told them I was the Library Homebound Co-ordinator they became quite animated. The blind gentleman reached out with both hands and as I took them into mine he said, "Do you know what you've done for me? For years I had been sitting in a dark world, bitter at what life had dealt me. Then your 'talking books' began arriving. The drivers were so friendly and cheerful. Your service has completely opened my life again. I look forward to each new delivery."

With tears streaming down his cheeks he thanked me. How could I not have had tears streaming down my cheeks as well as I realized just what the Innisfil Homebound Delivery Service had accomplished as we reached out into the community to those who really needed us? That day I learned that, indeed, tears can be magical. – Iris Kinsman, volunteer, Innisfil Public Library (Ontario), in *Celebrating the Magic of Public Libraries: The Best Stories from the 2006 "Telling Our Stories" Contest*, Federation of Ontario Public Libraries, 2007

- 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
- 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

- 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.

In the case of the Calgary Public Library, we have always seen and positioned ourselves as a vital and dynamic community action centre located not at the periphery but at the very core of community life.

We are positioning our library as a place of conversation and informed dialogue where issues of relevance and importance can be discussed in an open public venue. In another sense, we are also trying to educate and teach our community not only about the importance of public dialogue but also how to engage in it in a civil and respectful manner and also providing them with an opportunity to practice this skill with other community members and to learn from the experience.

Calgary has historically had a very low participation rate in its local municipal elections and our library took action with a number of partners to address this during the most recent campaign by informing citizens about the electoral process and to encourage their more active participation.

These and other events not only helped increase awareness and voter turnout but also provided a valuable opportunity to demonstrate and underline the powerful role of the public library in the civic engagement process and to raise its profile across a very large and diverse candidate pool.

As an organization we continue to look for opportunities to engage our community in issues that matter. This involves many subjects including human rights, literacy, poverty, homelessness, the environment and the future of our city. In so doing, we try to function as a connector and a connection point for discussion and ideas in our community as well as a source of information and insight on issues that matter.

As we look ahead our goal is to continue to transform our spaces into welcoming community engagement centres. Places in which space, resources, tools and trained staff are available to facilitate community dialogue and discussion.

The public library is an amazing place of possibility and an inviting public porch that exists to engage and inform the human spirit for value adding purpose. In a real sense, the public library reflects community aspirations for a better tomorrow. In assuming a larger role as a community engagement centre, it has an opportunity to engage with its community in some courageous conversations and in so doing to equip and enable every citizen to be informed and heard in this vital communication process. – “The Library as Community Commons,” Gerry Meek and Rosemary Griebel, 2007 Canadian Urban Libraries Conference

- 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
- The Toronto Public Library runs on 19 cents per day per citizen. – Vincent Lam, author and ER physician
- There are two priceless features of each of the 18 million annual library visits [2011] in Toronto. First, sharing wisdom through the library and its programs increases the wealth of our community. We learn, innovate and enrich our city by sharing knowledge through books, films, lectures and discussion. Second, the library is completely democratic. It provides access to information, culture and leisure for new immigrants and established Canadians, to children and the elderly, and to all Torontonians whether they're rich or going through tough times. – Vincent Lam, author and ER physician
- 72% of Torontonians use Toronto Public Library. – Toronto Public Library
- We believe that the character and quality of a city depends on the resources available to its people. We believe that a great library is a fundamental requirement for any city to achieve its full social and economic potential. We believe that Toronto's Library is vital to the city, and vital to support. – Toronto Public Library Foundation

- Two-thirds of Canadians have a public library card. The number of personal visits is high: almost 10 times more people visited Canadian public libraries each year than attended Canadian NHL hockey games in the three most recent years combined, and 9 times more people visit Canadian public libraries each year than attend performing arts productions. Even the smallest public library, rooted in its own community, is part of a multi-sector fabric of Canadian libraries 22,000 strong, enabling every citizen to use the public library as a gateway to the world's libraries, networked with governments and other organizations. Every subject of interest to the public is represented in the immense composite resource of Canada's public libraries. This is a shared public asset of locally accessible materials comprising 88,948,278 items and a wider Canadian library network of some 465,000,000 publications in academic and other Canadian libraries. These physical collections are the "tip of the iceberg": they are the visible, shelf-ready face of a vast storehouse that includes high-quality electronic data that is not available free on the Internet. – *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004
- Children who don't read regularly over the summer lose about two to three months of literacy per summer, and by the end of elementary school, the cumulative effect of summer learning loss is a one-year gap, with lower-income students showing the most loss. – University of Tennessee at Knoxville research and a 2004 study quoted by the Canadian Council on Learning, cited by Amy Smart, 2012
- A significant portion of the Canadian public experience problems with literacy. According to the 2003 Adult Literacy and Life Skills study, 42 per cent of Canadians have low prose literacy skills and 20 per cent have serious problems with reading and comprehension. – Editorial, *The Vancouver Sun*, September 2012
- People with low literacy levels are more likely than those with high literacy levels to be unemployed or underemployed, earn minimal wages, require public assistance, and have trouble with the law. – Editorial, *The Vancouver Sun*, September 2012
- Libraries grow good kids. – Scott McKeen, columnist
- Libraries give neighbourhoods family-friendly legitimacy, as well as a safe and inexpensive place for parents to send children. – Scott McKeen, columnist
- 89% of new Canadians (new to Canada within 10 years) in Toronto used the public library in 2006 – extraordinary market penetration. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008

- 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
- It is the biggest club in the city! And it is all free! – Don Mills, Director of Library Services, Mississauga Library System
- Vancouver Public Library is central to my body of writing in terms of the material the Library acquires, houses and protects. Its physical space is also essential for a writer like me who often creates through research. – Wade Compton, Writer-in-Residence, Vancouver Public Library
- Our library is like a community front porch. – public library user, Truro, Colchester-East Hants Public Library
- The library is one of the last domains where you are a citizen, rather than a client. It is a public space, not corporatized; there are not many spaces left like that.” – member, Port Hawkesbury, Eastern Counties Regional Library Board
- There is no time when I feel richer or more privileged than when I walk in a library. – user, Amherst, Cumberland Regional Library
- The staff are so encouraging. I come to the library to browse, to dream, to talk to the nicest people I know. – user, Dartmouth, Halifax Public Libraries
- Praise the book—a collaboration of so many minds and arts. – user, Spryfield, Halifax Public Libraries
- My son is a long distance trucker. He discovered the library’s books on CD. He listens to books when he’s on the road—he told his trucker friends about the audio books and now they have library cards. – member, Windsor, Annapolis Valley Regional Library Board
- Reading is cool and fun. – online library user
- I’d market the economic prudence of the library—the library has collections that keep money in your pocket. – library user, Amherst, Cumberland Regional Library
- You have a health card, why don’t you have a library card? – library user, Yarmouth, Western Counties Reference Library

- I could not imagine living in a place where there was not a library ... libraries link people and communities together. – library user, Western Counties Region
- Living in a rural area is sometimes isolating. Having the services that the library provides helps to lessen the isolation. – library user, Halifax Regional Municipality
- A library is a vital part of a small town. – library user, Annapolis Valley Region
- Having a library as part of the community is very important. We checked this out before moving here four years ago. – library user, South Shore Region
- It allows us to break from the isolation we sometimes feel living in remote rural C.B. and provides access to important resources. – library user, Cape Breton Regional Municipality
- The library is the city service I use most. – customer, Toronto Public Library
- Libraries are the most important resource in the city. – customer, Toronto Public Library
- Without an excellent library system a city is merely a place where people, work, play and watch T.V. – customer, Toronto Public Library
- Libraries are a critical resource in a city with a diverse, highly educated, prosperous population. – customer, Toronto Public Library
- I cannot underestimate the value of libraries in terms of literacy, accessibility, and access to materials. They should always be available regardless of income/social status of patrons as a sign of a dynamic city & civilized society. – customer, Toronto Public Library
- The Library is very important to people, beyond the actual uses. It gives hope and knowledge to people. It gives so much more than just books. – customer, Toronto Public Library
- Libraries support literacy and education and are one of the most important resources in our communities. The value should not be underestimated! Libraries are a critical part of a city and a culture. – customer, Toronto Public Library
- The public library is a civic space that promotes literacy and social inclusion. – customer, Toronto Public Library

- The Public Library plays a hugely significant role in the life of the city, its culture, its development and its care for people of all ages, languages and ethnicity. – customer, Toronto Public Library
- The Library offers a remarkably strong invitation into a fuller community, one that needs to be as accessible as possible, especially in a time when the world of ideas – expressed in multiple languages – is crucial to our continuing development, even our survival. – customer, Toronto Public Library
- A community is judged by the quality of its library. – customer, Toronto Public Library
- Library is the focus of our community life where we can acquire and expand our knowledge. – customer, Toronto Public Library
- The library is a real community centre for all age ranges. – customer, Toronto Public Library
- The library provides a remarkably rich and open invitation to everybody. – customer, Toronto Public Library
- I think of the library as a safe place in our neighbourhood. – customer, Toronto Public Library
- I think it is imperative, now more than ever, especially with copyright infringement on all electronic and literary formats to keep the community libraries available and stimulating for the public. – customer, Toronto Public Library
- The library is a centre for all ages, cultures, disabilities and orientations. It is a place to find ourselves in other people's stories and experiences. It ignites art, culture and community. It is the definition of inclusion. – customer, Toronto Public Library
- Education is power. The library is rich with information from which we all learn. Without it, crime, poverty, and unemployment will rise. – customer, Toronto Public Library
- It [the library] is a fountain from which people can drink and come away filled with something new. – customer, Toronto Public Library
- The public library is one of the very few places in the city where teens are invited to do creative and useful things, free of charge! – customer, Toronto Public Library

- I am a student and use the library for all my research. Without the helpful staff, I would be lost. They are always willing to help. They are great people. – customer, Toronto Public Library
- The library is so keenly attuned to the needs of its communities. And it's one of the last places in the city where one doesn't need to pay to enter or use the services, and this is, I think, a very important thing to remember, a thing the city needs to remember, it must provide to its citizens. – customer, Toronto Public Library
- Libraries are a necessity. – customer, Toronto Public Library
- As a library user (several branches) I am continually astonished at how busy the libraries are and how valuable a service they are to so many people in the city. – customer, Toronto Public Library
- As a parent of young children, I have enjoyed the library in recent years as a gathering place, and place to foster a love of books, storytelling and sharing of storytelling. – customer, Toronto Public Library
- The library is my home away from home - a place where my life is enriched and my heart and mind uplifted. – customer, Toronto Public Library
- I come from a development country. The difference between Canada and my country is culture. That's what makes a country so powerful. If you cut that, years ahead, Canada can become a poor country not only money related but poor minds. – customer, Toronto Public Library
- As a newcomer with limited income, the library's services were vital to me. During the long winter months, the ability to check out many books at a time from a branch located a walking distance from my home made my life so much easier. – customer, Toronto Public Library
- Libraries have inspired me to find my direction and career path in life! – customer, Toronto Public Library
- My sanctuary for study. – customer, Toronto Public Library
- In my seventies, I learned how to use the computer and Internet for free at the Library. Using my new skills, I wrote a memoir of my life in China using Library computers. I am proud to be able to share my family history. – Jim Ng, customer, Toronto Public Library

- In India, I worked as a teacher for 10 years. When I came to Canada, finding work in my field was not easy. The Library's settlement services program connected me with volunteer experience and courses that helped me get re-accredited. It changed my life. – Vidhu Malhorta, teacher and customer, Toronto Public Library
- I grew up in a rougher part of Toronto. When teens around me joined gangs, I found a safe space at the Library. My friends and I joined the Youth Advisory Group and a Librarian gave me advice about how to live a better life. – George Macharashvili, Library Page, and customer, Toronto Public Library
- Connecting young people with great books, film, music and one another is such rewarding work. Every day I see the impact of our programs on youth whether they're inspired to write poetry, organize concerts or volunteer for our Youth Advisory Groups. Through this work, the Library is helping to build a better future for Toronto. – Lisa Heggum, Youth Collections Librarian, Toronto Public Library
- Toronto Public Library inspires the spirit of exploration, the joy of reading, and the pursuit of knowledge for people of all ages and backgrounds, beginning with the very young.
- As cornerstones of their neighbourhoods, our libraries connect people to each other, to their community, and to their hopes and dreams.
- Our rich resources provide the opportunity for everyone to treasure the past and to create a future that is full of possibility.
- The Library promotes and enriches the democratic, cultural, educational and economic life of our diverse and evolving City. – Toronto Public Library
- I learned how to build a shed and other little home remodelling projects...Everything you need to know is in these books and they're all in the library. – patron, Fort Erie Public Library, Ontario
- The role of public libraries has become significant in the emerging information age through new technologies like the Internet. Public libraries play a key role in managing information services to ensure citizens get high quality information in an orderly way that is relevant and useful. By providing equitable access to information, they will continue to contribute to British Columbia's economic strength and social vitality. – Executive Summary, *Libraries Without Walls: The World Within Your Reach: A Vision for Public Libraries in British Columbia*, October 2004
- Libraries: Access to the world of ideas and fun – Connie Hawryluk, Manager, Woodcroft Branch, Edmonton Public Library

- As a senior when I hear the word “library” I think of “lifelong learning.” – Phil Menger
- I love the library because as a kid I could get lost in a million different worlds by reading wonderful stories by gifted writers. And now I will pass on this same message to my four-year-old and three-year-old sons. – Justin Chow, customer, Edmonton Public Library
- Libraries are so important because they open up a whole world of possibilities to us. Because of our libraries, my children and I have learned about all sorts of things we otherwise might not have thought of looking up, just by browsing through the books. We discovered new authors, new cultures, found resources for our home school, etc. One word to describe our libraries: indispensable. – Amelie March, “happyhomeschoolingmom”
- Libraries are like houses of worship: Whether or not you use them yourself, it's important to know that they are there. In many ways they define a society and the values of that society. Librarians to me are the keepers of the flame of knowledge. When I was growing up, the librarian in my local library looked like a meek little old lady, but after you spent some time with her, you realized she was Athena with a sword, a wise and wonderful repository of wisdom.” – Jane Stanton Hitchcock
- When I graduated high school, I couldn't go to college so I went to the library three days a week for ten years. – Carl Sagan
- Getting my library card was like citizenship, it was like American citizenship. – Oprah Winfrey
- A library outranks any other one thing that a community can do to benefit its people. It is a never failing spring in the desert. – Andrew Carnegie
- When I read about the way in which library funds are being cut and cut, I can only think that American society has found one more way to destroy itself. – Isaac Asimov
- They [librarians] open up the world. Because knowledge is useless if you don't know how to find it, if you don't even know where to begin to look. – Patrick Ness
- My guess is (it will be) about 300 years until computers are as good as, say, your local reference library in search. – Craig Silverstein, Director of Technology, Google.com
- Libraries are community treasure chests, loaded with a wealth of information available to everyone equally, and the key to that treasure chest is the library card. I have found the most valuable thing in my wallet is my library card. – Laura Bush

- I used to go to the library all the time when I was kid. As a teenager, I got a book on how to write jokes at the library, and that, in turn, launched my comedy career. – Drew Carey
- The public library is more than a repository of books. It's a mysterious, wondrous place with the power to change lives. – Elizabeth Taylor, Literary Editor, *Chicago Tribune*
- Many librarians perform their duties with a profound sense of responsibility: supporting the foundations of democracy by ensuring free access to information. – John Schwartz, Reporter, *New York Times*
- Going to the library builds a kid's imagination. Books help them discover themselves and the world. – Mike Bordick, Baltimore Oriole all-star shortstop
- Teenagers can discover the pleasures of reading and gain the power of knowledge by going to libraries. With that power, they will be invincible. – Ward Burton, winner of the Daytona 500
- The richest person in the world – in fact, all the riches in the world – couldn't provide you with anything like the endless, incredible loot available at your local library. You can measure the awareness, the breadth and the wisdom of a civilization, a nation, a people by the priority given to preserving these repositories of all that we are, all that we were, or will be. – Malcolm Forbes, publisher
- When you are growing up, there are two institutional places that affect you most powerfully – the church, which belongs to God, and the public library, which belongs to you. The public library is a great equalizer. – Keith Richards, musician
- Cutting libraries during a recession is like cutting hospitals during a plague. – Eleanor Crumlehulme, Library Assistant, University of British Columbia
- At the moment that we persuade a child, any child, to cross that threshold, that magic threshold into a library, we change their lives forever, for the better." – Barack Obama, President, U.S.A., then Senator
- It's funny that we think of libraries as quiet demure places where we are shushed by dusty, bun-balancing, bespectacled women. The truth is libraries are raucous clubhouses for free speech, controversy and community. Librarians have stood up to the Patriot Act, sat down with noisy toddlers and reached out to illiterate adults. Libraries can never be shushed. – Paula Poundstone, comedian and author
- My mother and my father were illiterate immigrants from Russia. When I was a child they were constantly amazed that I could go to a building and take a book on any

subject. They couldn't believe this access to knowledge we have here in America. – Kirk Douglas, actor

- If libraries are not essential, then why have some of the world's smartest and richest people (such as Andrew Carnegie and Bill Gates) poured their time and money into them? – Kathy Dempsey, "Libraries Are Essential" website
- Indeed the development of the Internet – far from threatening libraries as some opponents of public services wishfully want us to believe – has created a whole new need for libraries, librarians, and the information management and facilitation services they offer.

Having a public library contributes to the development of human capital and the social infrastructure of the community. – Catherine Evans, Chairwoman, Vancouver Public Library Board of Trustees ("Public Libraries: We Need Them More Than Ever," *The Vancouver Sun*)

- When I think of library in any kind of community, including health care, I think of library as a "calming influence." – Susan Morton
- Public libraries build a community's capacity for economic activity and resiliency. – Bill and Melinda Gates Foundation, 2007
- The library is an essential resource for me as an individual and libraries have an immeasurably positive effect in creating a community that is interesting and nurturing. My vote will always go to the community leaders who support, in action (financially), an abundant library system. There is no such phenomenon as an over-supported library system. – customer, Edmonton Public Library
- Libraries, in my view, are one of my/our few public oases/commercial-free public spaces still strongly manifesting some vestige of both abstract and pragmatic public good. Besides, what a fun place to go, abandon our kids to their interests, spend time indulging my imagination, and borrow great stuff! – customer, Edmonton Public Library
- Many years ago, 51 years in fact, I was a member of the library and used the downtown one weekly. I do not think I have used the library for at least 20 years and only once before that about 25 years ago. Today when I went to the library because I really must stop buying books, I was so pleased with the service that I will start making use of this wonderful service. – customer, Edmonton Public Library
- I love Edmonton Public Library because it is a magical place filled with doorways to different worlds, lives and adventures. EPL helps me share all of the stories I cannot

possibly do justice to with my boys, and is expanding their worlds and minds by giving them access to anything their imaginations can dream up! – Karleigh Stevenson, customer, Edmonton Public Library

- The library is so important in my life. I appreciate the careful attention of the librarians. I really appreciate and use interlibrary loans. I need the library for my ongoing personal studies. I would be lost without the library. – customer, Edmonton Public Library
- Over the past ten years I have witness a steady increase in great service and positive supportive healthy atmosphere at my library. Accessing services and materials has made me a better mom, and grown my skills as vegetarian chef, home repair diva and much more. Many thanks. – customer, Edmonton Public Library
- Our public library system lies at the intersection of three important values which are all too easily swept aside in our public policy debates.

First there's "access to information". We take for granted now that it's possible to find general information on most subjects through a simple online search. But libraries continue to allow us to gain detailed knowledge of any subject for anybody wanting to go beyond the content of a Wikipedia entry – while still serving as an essential starting point for anybody who doesn't have the privilege of home internet access.

This in turn leads to the second theme of "free". And libraries truly fit that definition: instead of following an advertising-driven business model where the lack of a fee only means you're the product, the library system's primary goal is to encourage its own use at no cost to its patron. And third, there's public service". It would be important enough merely for government to support the development of our public knowledge base – both by offering a core of information to anybody interested in reading and learning for themselves, and providing capable staff who can track down additional materials.

But libraries have also added functions far beyond their official mandate through no desire of their own. As other public services have been slashed over the past couple of decades, libraries have often served as desperately-needed drop-in centres and community spaces of particular value to people who lack anywhere else to go. And in turn, library employees have taken on what amounts to social service work alongside their existing job descriptions (without any increase in pay or recognition). – Greg Fingas, Regina lawyer, blogger, freelance political commentator, and columnist for the *Leader-Post* [Regina, Saskatchewan]

- Everyone should have access to library books. I'm a senior myself and this gives me the chance to stay active and meet new people. – Volunteer, Homebound Readers and Libraries in Residence Programs, Calgary Public Library

- I volunteer because I find that giving back to the community is an integral part of my life. The Reading Buddies Program has provided me with a fun way to help out. – Teen Volunteer, Reading Buddies Program, Calgary Public Library
- I enjoy helping kids with anything they are struggling with. It also enhances my knowledge when I work with my buddy. – Teen Volunteer, Computer Buddies Program, Calgary Public Library
- We absolutely, distinctly see our child improve each week. It went from “why am I going to the library” to him leaving with five or six books a week. He is reading a chapter book for the first time ever. – Adult Volunteer, Read With Me Program, Calgary Public Library
- The role volunteers play in literacy programs for children is critical because those individuals who have not received additional help with reading challenges when still a child will often continue to struggle with literacy later in life. *Reading the Future* report released in June 2008 reveals that currently, 48%—almost half—of all Canadian adults aged 16 and older experience some degree of difficulty in their ability to read, write and understand effectively in English and/or French. Now, new projections reveal that Canada is achieving literacy improvements at a rate much slower than population growth. By 2031, Canada will see more than 15 million adults with low literacy levels. Volunteers in the Reading Advantage program work in creative and caring ways to change these statistics. – Volunteer Coordinator, Calgary Public Library
- I feel blessed with this program. I am proud of myself. Now I can read my Bible better. It’s like I used to be blind. Now, my eyes are open to reading. My family is proud of me. – Participant, Reading Advantage Program, Calgary Public Library
- I’m proud of myself. I always wanted to start my own business and now with the help of my volunteer, that dream has come true. – Participant, Reading Advantage Program, Calgary Public Library
- The Reading Advantage program and my volunteer have given me a whole lot of confidence to try new things. I get the newspaper every day, and actually read it. I had a Library card before, but I never used it. Now I sign out all kinds of stuff. It’s a whole new universe for me. As I get better at reading and writing, I find myself wanting to do more and more with my life. Now I can see my dreams coming true. – Participant, Reading Advantage Program, Calgary Public Library
- The library is a place of beginnings. Beginnings of greatness. Beginnings of excellence. It is incredible to think of all the beginnings that happen in the library. Beginnings lead to many things – literacy; passions; hobbies; action; settlement; inspiration; engagement;

education and citizenship. And with beginnings we create possibility. – customer, Calgary Public Library

- I think of the library as a friend. When I am in a place filled with books and fellow booklovers, I feel good. – Writer-in-Residence, Calgary Public Library
- There is something wonderful about going into a building devoted to books and knowing that they are all there for you to read. – customer, Calgary Public Library
- To raise four kids we went without a lot. Yet at the public library we felt wealthy. I taught them to read but the library showed them what could be read. The fact they are today a national magazine editor, two lawyers and a doctor is partly due to you. And we upped your circulation. – customer, Calgary Public Library
- Shared books build communities. It is for that reason that public libraries are important in our world today and fundamental within the City. – customer, Calgary Public Library
- When I first started looking for better career opportunities, I signed up for a library card and my adventure began. I am getting closer to my goal of public sector employment thanks to the resources provided by the library and my library card. The power of the card! – customer, Calgary Public Library
- I have always felt an almost overwhelming sense of awe whenever I enter the library. Any interest I have can be explored within its walls. The limitless opportunities for knowledge, and the freedom to read without persecution, are cornerstones to a strong democracy. In so many other countries, books are banned or carefully controlled, and powerful governments try to limit education and awareness. In contrast, we enjoy infinite chances to deepen our understanding. As a parent, teacher, and avid reader, I am very appreciative of the role that libraries play in our community. – customer, Calgary Public Library
- To me, the library = hope. – customer, Calgary Public Library
- The library makes the world bigger than my experience and a big world smaller. – customer, Calgary Public Library
- Our mom, Lois Hole, told us many stories over the years, and although the majority were about the value of a rural upbringing, there was one urban influence that had a huge influence on her. When Mom first moved to Edmonton from a tiny town where everyone knew everyone else, it was a huge adjustment. Soon, though, she discovered a distinct advantage to city life: city libraries. It was an epiphany that nearly knocked her over with delight. Mom, a teenager at the time, had a dental appointment downtown.

Instead of heading straight back to school, she went to the library. It was love at first sight. She spent the rest of the day reading, exploring and missed all her afternoon classes. The books she discovered during long afternoons at the library brought her so much knowledge and pleasure that later in life she was quoted as saying “I don't know what I'd be doing today if the library hadn't been there. I certainly doubt I'd have become Alberta's Lieutenant Governor.” Looks like life would have been different for all of us. – Bill and Jim Hole

- The community's living room. – Strathcona County Public Library, Alberta
- Calgary Public Library: \$12.00 for a one-year adult membership, a \$1,750 value.
- Calgary Public Library: the biggest club in the city – over 500,000 people.
- Calgary Public Library: with you for life.
- Studies indicate a child's ability to read has a direct impact on their future – everything from employment and earning potential to confidence and social standing. Reading is an essential life skill, and learning to read begins at birth. Parents are the child's first and most valuable teacher, and one of the roles of the public library is to support parents as their children learn to read. Children who read gain knowledge and experience that gives them self-assurance when encountering the world around them. They become stronger students and develop the learning skills they will need to thrive in the new knowledge economy. – Calgary Public Library
- Your library is a place of possibilities. The gifts of literacy and life-long learning touch everyone – regardless of age, gender, or income. We invite you to invest in the potential that lives within all of us. – Calgary Public Library Foundation
- Public libraries are currently in the midst of an exciting period of transition: from a world where information was scarce to one where it is abundant; where physical collections contained mostly print items to the virtual world of e-content; from an era of story times delivered in front of a captive audience of children to one of families fully engaged in early literacy events they help create; a world where enforced silence has been replaced by the hum of community conversations.

While it is true that we cannot predict in detail all the new tools public libraries will have at their disposal over the course of the next one hundred years, there is considerably more certainty surrounding the expectations of library users and the characteristics that will shape 21st century library service: customization, flexibility, interactivity, and the human touch. – Calgary Public Library

- Passionate about sharing. – Edmonton Public Library
- Progressive, fun organization. We are information ninjas. We speak geek. – Edmonton Public Library
- Defenders of intellectual freedom. Standing up for ideas. – Edmonton Public Library
- At the beginning of the 21st century, there are more libraries in Canada than Tim Hortons and McDonald's combined — 22,000 compared to 3,300 Tims and 1,400 McDonald's. – Alvin Schrader, Past President, Canadian Library Association, and Professor Emeritus, University of Alberta
- More libraries than Timmies! – Alvin Schrader, Past President, Canadian Library Association, and Professor Emeritus, University of Alberta
- Public Libraries: More cardholders than VISA, more items than FedEx, more outlets than Tim Hortons and McDonald's. – Ottawa Public Library
- The City's most-used public facility – visited more often than the Calgary Flames, the Calgary Zoo, Theatre Calgary, Heritage Park and other sports, culture and recreation facilities combined! – Calgary Public Library
- Think of library service as the many individual and personal choices — uses — made by Canadians of every age and in every walk of life, every day, and everywhere. And there are millions and millions of them — and millions and millions of choices. – Alvin Schrader, Past President, Canadian Library Association, and Professor Emeritus, University of Alberta
- Canadians go to public libraries to find jobs, create new careers and help grow our small businesses. We borrow books, journals, music and movies. We learn to use the latest technology. We get our questions answered, engage in civic activities, meet with friends and co-workers and improve our skills in Canadian public libraries. – OCLC, 2011
- Libraries are at the heart of our communities – a resource for people of any age to find what we need to help improve our quality of life. – OCLC, 2011
- It is the heart and centre of the community along with the community centre. It is for everyone and promotes growth and education. – patron, Burnaby Public Library
- Gives you sense of belonging to a community. – patron, Burnaby Public Library

- As an immigrant to Canada (as a child) the library introduced me to this culture and has taken me around the world in books and in reality it has saved me! – patron, Burnaby Public Library
- I love Edmonton Public Library because as a new immigrant to Canada EPL provides fun and educational programs for every member of my family like art, parenting workshops, job search sessions and language programs. I am very grateful to the library staff who gave me the opportunity to learn and provided the environment which develops and enhances my personality which makes me more skilful and successful in parenting my children in our new country Canada. – Khekeshan Khan, customer, Edmonton Public Library
- It's been a good source and venue for learning and growth. I am a new immigrant and if there is anything that I love most here in Canada, it is the amount of time and money invested to public libraries for people to use and take advantage of. The library encourages people to learn. It is a priceless benefit. – patron, Burnaby Public Library
- It is the absolute best resource for low income folks like me. Free internet and lending books and other media is a big plus for someone who's on a small income. – patron, Burnaby Public Library
- It's my learning centre. – patron, Burnaby Public Library
- It is good for people from toddlers to seniors. I can use the library at any stage of my life. – patron, Burnaby Public Library
- Our future depends on how well our kids (and adults) are informed/educated. The library is a tremendous public service. – patron, Burnaby Public Library
- It has been my comfort and solace when I was unemployed, my job search tool, my hope when I was sad and depressed. It's indispensable to me. – patron, Burnaby Public Library
- It is a democratizing force. Provides knowledge free of charge. A great asset. – patron, Burnaby Public Library
- A place of refuge. A place of opening the mind. – patron, Burnaby Public Library
- The library is a publicly funded, publicly accessible source of information. It is important to preserve this resource. – patron, Burnaby Public Library

- It is: a cultural, learning and social center for the community; the centre of how I think about our community; the foundation of a civil society. – patron, Burnaby Public Library
- Meet me at the library! - On se rencontre à la bibliothèque! – Rosemary Cochrane, member, Canadian Library Association, L'Association des bibliothécaires du Québec/Quebec Library Association
- Public library services and facilities benefit a wide range of users, from children to seniors, non-profit organizations and business, students and schools. Without public libraries, users would have to either purchase services and benefits, acquire them elsewhere, or do without. In reality, substantial majorities of people surveyed said they would do without each and every service.

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
- Benefits of public libraries:
 - education and learning – lifelong learning, support for individuals in the education system
 - literacy – reading and numeracy skills, English as a second language, technology/information literacy
 - culture and recreation – use of leisure time, cultural awareness

- business and the economy – information services to local business, new business development, industrial/commercial attraction, support for the retail sector, tourism
- personal support – information service for personal decisions, government services, career development and search for employment
- community development – social interaction/sense of community, satisfaction with the community as a place to live, community awareness, support to community groups/agencies, support for cultural identity and diversity.

– *The Library's Contribution to Your Community: A Resource Manual*, Southern Ontario Library Service, 2nd ed., 2007

- Public libraries...

- are cost-effective information providers
- support the local economy
- support the cultural industry sector
- support Canadian culture
- support a democratic society
- support and promote literacy
- support children and students
- support lifelong learning
- help bridge the digital divide.

– *Dividends: The Value of Public Libraries in Canada*, Book and Periodical Council, 1997

- 3 areas of impact evaluation:

- economic impact – Libraries have a large impact on the local economy and workforce development through the provision of a variety of classes and resources.
- community development impact – Libraries are open to all and create a common bond to all living in a community.
- literacy and education impact – Libraries are important for early literacy and partnering with all levels of education.

– “Libraries Matter,” American Library Association, 2012

- Library impact evaluation focuses on three broad areas, society, learning, and economic growth, with evidence indicating positive impact of libraries in supporting:
 - personal development, including formal education, lifelong learning and training, after-school activities, literacy, leisure, social, and cultural objectives through book borrowing, skills development, availability of public information
 - social cohesion, by providing a meeting place and centre of community development, raising the profile and confidence of marginalised groups
 - community empowerment, by supporting community groups and developing a sense of equity and access
 - local culture and identity, by providing community identity and information
 - health and well-being, by contributing to the quality of life and how well people feel, as well as providing health information services
 - local economy, by providing business information and supporting skills development
 - professional decision-making
 - enjoyment and choice of leisure reading material
 - reading development in young children
 - academic achievement, particularly in terms of language skills
 - acquisition of skills, particularly ICT and information literacy
 - broader aspects of learning, such as increased motivation for learning, self-confidence, independence.

– *Impact Evaluation of Museums, Archives and Libraries: Available Evidence Project*, Caroline Wavell et al., 2002

- Public libraries, in their provision of both direct services and partnership-based services, have impact well beyond their numbers and budgets. Their strengths and leverage, social values, market penetration, community participation and satisfaction rates, accessibility, flexibility, creativity, and infrastructure help to explain their record of innovation and success in helping to advance social and economic objectives of government:
 - ubiquity and physical place, a defining characteristic of every Canadian community, whether urban or small or remote
 - high public credibility, participation, and satisfaction
 - fiscal accountability, frugality, and stability
 - demonstrated economic and social reach
 - neutrality
 - understanding of information technology and information-seeking behaviour
 - understanding of diversity, commitment to inclusion and culture
 - experience in partnership with community-based groups, larger entities, and upper levels of government

- robust networks
- local and networked information resources.
- Public libraries play significant roles in the implementation of government priorities in five broad social and economic objectives:
 - early childhood reading readiness for lifelong learning: the only public institution responding to the learning needs of the pre-school child
 - empowering Canadians to participate in a civic society: “the citizen’s ultimate search engine,” encouraging and enabling intercultural services and communication and effective use of government Web-based information and transactions, especially in small and remote communities; advocacy and service development for people with disabilities; and articulating and advocating the public interest in issues such as digital copyright
 - exploiting technology as enabler of innovation and equity: “the human face in an interface world,” creating and delivering digital content; collaborating in e-government delivery; providing access to high-quality databases; and enabling people at the margins of society to develop technology skills and participate in the digital age
 - promoting equity and inclusion: strengthening social cohesion and helping to integrate special populations such as immigrants, refugees, multicultural groups, Aboriginals, persons with disabilities, youth at risk, the elderly, and rural and remote residents
 - strengthening the knowledge based economy and stimulating local commerce: business incubators in the crucial job-producing small and home-based business sector; helping to create a market for Canadian information and knowledge products through their institutional purchasing power; providing information on career choice; assisting with job search; and providing adult literacy support programs, homework help programs to struggling students.

– *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004

- Of 24 major public and private sector service providers, citizen rating of public libraries is exceeded only by fire and ambulance departments – ranking them ahead of banks, police, telephone companies, supermarkets, public transit, department stores and all three levels of government. The five “drivers” of this rating are timeliness, knowledge and competence of staff, courtesy and comfort, fair treatment, and outcome. – *Public*

Libraries in the Priorities of Canada: Acting on the Assets and Opportunities, Wendy Newman, 2004, citing a report in the national survey series *Citizens First*

- We have an elderly borrower who is legally blind. The library is able to provide for her specialized Braille picture books so she can read to her grandchild, who is learning to read. This is one of the ways in which the library makes a difference in family literacy. – Librarian, Colchester-East Hants Public Library, Nova Scotia [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- A senior who had a colostomy was paying all non-prescription supply costs out of pocket until his wife learned on-line at a library that some are covered by OHIP. Library staff obtained information for the client regarding what is covered, and how to complete the form, and provided referral to the Community Care Access Centre for additional help. – Oxford County Public Library, Ontario [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- The population of Nipigon is approximately 1900 people, and the area is surrounded by bush & forests. Each year, tree planters work several kilometres away. This year, Tuesday is their ‘town day’. The library is located next door to the Laundromat. Need I say more? The library is rocking. I love Tuesdays. One young man found out that he was eligible for a \$20,000.00 school scholarship. You can imagine the celebration that took place that day.” – Nipigon Public Library, Ontario [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- When the news hit our paper that the Wildwood Tourist Booth would not be operating in 2003, a FOWLS (Friends of the Wildwood Library Society) member suggested that Wildwood Library try it. We were able to receive funding from two organizations which had previously sponsored the tourist booth to help with operating costs. We had approval for 2 summer employees, so we hired two and were open 6 days a week. The tourist information was an overwhelming success! We had 125 people sign in our guest book. The tourists loved our clean bathrooms, free internet access and the ‘friendly and helpful’ staff. – Wildwood (hamlet) Public Library, Alberta [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- The library allows you to be you. Knowledge keeps me from being ridiculed. – Aimee, a user of adaptive technology, Calgary Public Library [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- Losing the Library Book Rate would hurt all Canadians but I would venture to say that those of us well outside of the large urban centres would be hurt the most. In a country the size of Canada with such distances between us, such equalizers are essential! –

Nelson Public Library, British Columbia [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]

- After many years with his company as manager of the company warehouse, James was told that a high school completion diploma was now required. Despite being very good at his job and very popular with coworkers, James was going to lose his position if he didn't obtain a grade twelve equivalency. In his late 50's, it had been over forty years since James had been inside a classroom. . . James finally passed the Language Arts test and received his high school diploma. The combination of the assisted learning he had through the Gates Resource Centre, and the support materials he was able to borrow from the library's collection, helped him to achieve his goal. What is more important, he kept his job. For some, passing the GED test is purely for personal satisfaction. But for others, like James, the stakes are much, much higher. – TechnologyForAll Project [information technology driven employment interventions to unemployed and under-employed people], Cape Breton Regional Library, Nova Scotia [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- For me personally, the library has helped me get a job using the Internet, given me entertainment when I had no money, helped me do research for learning. One of the truly equal playing fields left! – patron, Truro Public Library, Nova Scotia [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- Like most public libraries in Canada, we see ample evidence of the social problems facing our communities. Many of our patrons have personal hygiene problems because they are unable to bathe or wash their clothes. We frequently deal with patrons who have mental health or behavioural problems. One of my earliest experiences working the reference desk involved assisting an unkempt man who said, 'Can you get me a book on this? My doctor says I have it.' He then gave me a piece of paper with 'leukemia' written on it.... It is heartening that so many of Saskatoon's marginalized citizens use the public library." – Sue Emson, Literacy Librarian, Saskatoon Public Library, Saskatchewan [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- The Whitefish River First Nation Public Library is a major access point of our community for computer and Internet services, as we are the only site in the community that provides these services for free. The stats have continued to rise in the time that the computers have been here. Computer/Internet usage is up by more than 100%. By being able to fully network the computers and install the satellite modem, the clients are provided with high speed internet access. . . Patrons greatly appreciate the free training and technical assistance. The librarian provides help to all patrons in using the computers and navigating the Internet. It is very important that this type of technology

is available to everyone, regardless of race, gender, income, or age. – Whitefish River First Nation Public Library, Ontario [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]

- The Moncton Public Library is a wonderful, legitimate hangout for teens.... I couldn't imagine living in a place without a library. Indeed, I would have to start one. – Parent of teenagers, Moncton (NB) Public Library, New Brunswick [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- Mr. ____ is 97 years old and an inveterate reader. He read everything in regular print that interested him and then read out our large-print collection. So we moved on to borrowing books for him from other libraries. He is on a fixed income and lives on his own. Books are, he says, his 'friends', so our library and the interlibrary loan system are essential to his well-being and continued good health. – Nelson Public Library, British Columbia [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- Mabel, a retired teacher, has re-vitalized her skills by receiving training from the University of Regina's Learning Technologies for Older Adults Program. She has trained four other seniors to be tutors. Now up to 35 seniors meet at the Library Mondays to learn how to use the Internet and email to family and friends. – A public library in Saskatchewan [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- Jerry, a local entrepreneur, learned how to market his manufactured goods on the Internet by attending e-commerce classes at the Library. – A public library in Saskatchewan [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- This patron moved to town approximately one year ago. She was married and had a fulltime job. She first came to the library to browse, check out books, and search the Internet. Approximately six months after she moved here, she lost her job to downsizing, and split up with her husband. She came into the library to upgrade her resume. Using the new Service Canada equipment, she would fax her resume out to the jobs that interested her from the job banks. Within a month she had a part time waitress position, and a part time factory position. A week after getting hired for those jobs she had an interview and was given a full time secretarial position. She is also very thankful for the help the library offered her in a difficult time. – Oxford County Library, Ontario [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]

- One of my patrons was a waitress (minimum wage), her husband was a labourer (again minimum wage). They have two children. She wanted to take a computer course to get a better job and approached social services and unemployment insurance and was told she didn't qualify for funding and to take out a loan if she wanted to take the course. Of course, being so low income, they didn't qualify for a loan, either. . . She used the government sites on the Internet and found info on funding for low-income families to upgrade themselves. She is now taking her computer course, has passed each section so far with honours and after speaking to someone about doing her 2 weeks practice in an office, was told if she was any good she could have a permanent job. Her husband is now studying to get his GED (studying a book he got through the library) so the whole family has benefited from 'Every Library Connected'. – A public library in Saskatchewan [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- Sally came to our computer lab class which was an hour of literacy on the computer and an hour of instruction. It was a class of eight. Sally improved her literacy skills and passed the GED. She came back and said 'I have a job. I'm finally somebody!' I told her that she was always somebody, but she had never felt that way as an unemployed person. – Regina Public Library, Saskatchewan [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- I have had the privilege of being the librarian at this mid-size town library for 20 years and have seen so many changes – most of them very positive. The single largest change I have seen is the continuously increasing demand from customers requesting highly accurate, often technical and always timely information. This is certainly a challenge in a rural area. We are becoming so much better at delivering this service – but- we need more support. Staffing remains a major issue – and paying the staff at a reasonable level is very difficult for small libraries. – Librarian, Hanna Public Library, Alberta [quoted in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]
- The vision of the National Reading Plan for Canada is to sustain and grow a reading society in which everyone living in Canada has an equal opportunity to become and remain a life-long reader. Why reading?
 - Reading has an impact on every part of Canadian life. Our democracy, our economy and the quality of our daily lives are all enhanced by reading well and critically.
 - Reading is essential to the well-being of society and to our functioning as a democracy.
 - Reading is a life-long source of pleasure for individuals.
 - Reading empowers the critical thinking skills of every individual.

- Reading can enhance empathy and lead to greater understanding of people different from ourselves. It increases our emotional intelligence and helps us to appreciate other points of view.
- Reading is essential to being able to function. It helps reduce barriers to access. It allows people to make meaning of their world.
- Reading is the foundation for future learning. It increases our self-worth.
- Reading inspires. It is a trigger for the imagination.
- Reading increases individual health and economic well-being.
- Reading preserves the culture for the next generation. It creates a shared connection to the community.
- Reading allows people to be active citizens. It is important for society to have a large portion of the population engaged as readers so they can exercise power over their lives and understand how to make effective changes.

– The National Reading Campaign, a not-for-profit organization, 2012

- Every library use is about perception and image, about “the library brand” and shared values. Every library use is about choice, about people making intentional choices to use a library.

Every library use is about an experience. Every library use is a “moment of truth.” Every library use is about impact and transformation – on knowledge, understandings, opinions, skills, beliefs, values, behaviour, attitudes, motivations, perceptions, expectations, feelings, satisfaction, loyalty, and other attributes. Every library use is a story. – Alvin Schrader, Past President, Canadian Library Association, and Professor Emeritus, University of Alberta

- There are 21 measurable indicators of the social/personal and economic impacts of public libraries.

The 12 social/personal impacts are:

- personal growth/development – information services for personal decisions, lifelong learning, search for employment, use of leisure time, reading readiness for pre-school children, multicultural services
- community development – social interaction/sense of community, satisfaction with the skills of the community as a place to live, community awareness
- support to community groups/agencies – information services, other services, support for individuals in the education system.

The 9 economic impacts include:

- direct economic impact – employment , with community residents (many of whom are students and women) representing the vast majority of library employees, who directly contribute to the local economy through purchase of goods and services and who gain personal and job skills, direct purchase of goods and services
- support to local business/investors – information services to local business, information service to personal investors, new business development
- indirect economic impact – industrial/commercial attraction, support for the retail sector, enhanced property value, marketing and promotional information in support of local business.

– dmA Planning and Management Services, 1998 [also paraphrased in *Public Libraries in the Priorities of Canada: Acting on the Assets and Opportunities*, Wendy Newman, 2004]

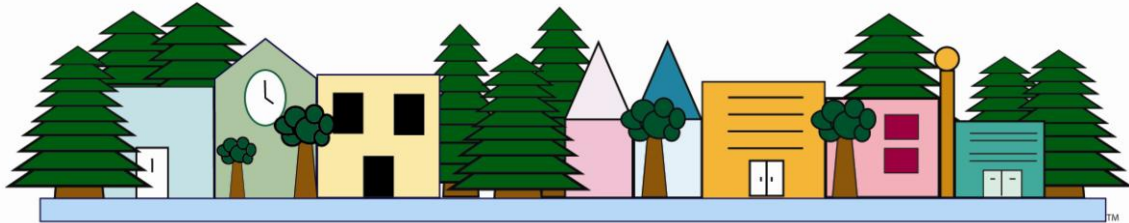
- Research shows that, in communities large and small, public libraries have a strong role in literacy and learning, innovation, community, and prosperity. Through changing times, people have continued to participate in and esteem their libraries. It is hard to name a public institution that has retained such high rates of participation and esteem amid volatility and change. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008
- Public libraries of the future will be catalysts and leaders in community-based economic development. They will have a strategic role in knowledge-intensive industries like digital media. They will also be mainstays of community-based cultural planning and development. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008
- Public libraries will play an increasingly significant role in the literacies of the 21st century that enable people to select, assess and use the information that will best meet their needs. As the number of technology devices increases, libraries will enable increased equality of access and participation and help people create and exchange new content. One of the ways libraries will do this is by collaborating, within the library sector and beyond, to develop stronger networks. They will enhance their role as the preschooler's door to reading and learning and will strengthen early learning and family literacy. They will work more systematically with partners, including government, to integrate newcomers and socially marginalized people. The growing numbers of seniors will enjoy services better customized to their interests and abilities. Services to Aboriginal peoples, on and off reserves, will be responsive and relevant to their needs

and preferences. The longstanding role of the public library as society's informal learning, information literacy, and education system will change in terms of service delivery, but it will remain constant in its values and commitment to the individual: stewardship, service, literacy, rationalism, intellectual freedom, privacy, equity and democracy. Technology changes the tools, not the essence. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008

- Public libraries continue to be the preferred strategy for free and universal access to and participation in the digital age. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008
- The private sector in the future will recognize that public libraries have a key role in teaching a huge market of people seeking information and knowledge, for example, the publishing industry. Other private sector roles will include designing and supporting facilities, collaborating in business and economic development initiatives, and supporting libraries through volunteerism and philanthropy. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008
- Governments will have more fully developed partnerships with public libraries in the future, enabling them to deliver services in high-priority areas such as youth, early childhood, and immigration, more seamlessly and effectively. In partnership with governments, the public library will in the future be an effective advocate for a balanced approach to intellectual property and a robust public domain of ideas. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008
- Across the developed world, the common thread in public library innovation is government interest in a literate, informed, inclusive and engaged society and recognition of the need for renewed tools and infrastructures to advance that interest. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008
- More and more, national governments are acknowledging the value of public libraries through programs, policies and funding. That is not the case at the national level in Canada. – *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*, Wendy Newman, 2008

- It takes a library to raise a community / Une bibliothèque est requise pour hausser la communauté. – Marjatta Asu, Library Development Advisor, and Leanne Clendening, Chief Executive Officer, Ontario Library Service–North

It Takes A Library to Raise a Community



Une bibliothèque est requise pour hausser la communauté

(Trademark of Ontario Library Service–North)

- Your help was great I don't think you can improve on anything, business is picking up. – business patron, Whitby Public Library
- You and the information you provided was of great help to me in the development of my business plan. – business patron, Whitby Public Library
- The people in this library have been extremely helpful to me last year when I was searching information to start my ... business, and because of your assistance, I was able to put together a good business plan. – business patron, Whitby Public Library
- Your service is fantastic! We were able to use the information you pulled for us as part of a package to a developer...You are on my list to connect again as we have had another request for similar information. – business patron, Whitby Public Library
- I am running a business thanks to the information I received from you. – business patron, Whitby Public Library
- The Library's services offer extensive resources to small business owners and would-be entrepreneurs to find the information they need to succeed...The Library's commitment to supporting Whitby's growth is commendable as it is a necessary and valuable tool for our residents. Its services and professional staff have helped our business community, business owners and would-be owners by offering a great roster of business resources and events, and we greatly appreciate that contribution. – community leader, Whitby Public Library

- As a long-time resident..., I feel right at home, among the familiar faces who now attempt to make sure that all the newcomer students feel that way too, even if English isn't their first language. Being a newcomer to Canada takes courage and feeling "at home" in the community is an essential part of life for a comfortable settlement process. The library provides such a base for newcomers, from hosting the Citizenship classes to being able to provide the ever increasing multi-language collection, computer resources and hosting fun and informative indoor and outdoor community events. – community leader, Whitby Public Library
- This 21st Century Library is not just a quiet place for books and reading. It is a forward-thinking community hub with a clear focus on driving economic vitality through the support of small business and would-be entrepreneurs. – community leader, Whitby Public Library
- Many people I spoke to mentioned specifically ... the perspective that the library is always evolving to meet their needs and that it has gone well beyond a place to borrow books to become a safe community hub providing a vital part of their business and lifestyle. – community leader, Whitby Public Library
- Edmonton Public Library: ideas champions. We champion the right for all ideas to be heard. – Edmonton Public Library
- Membership at EPL breaks down to \$1.00 a month. – Staff member, Sprucewood Library, Edmonton Public Library
- The library is the best deal in town. – Staff member, Sprucewood Library, Edmonton Public Library
- Blockbuster's closed, borrow your movies from the library. – Staff member, Sprucewood Library, Edmonton Public Library
- We're more than books. – Staff member, Sprucewood Library, Edmonton Public Library
- Public libraries are logical partners for local economic development initiatives that focus on people and quality of life. Libraries are highly regarded public institutions that provide a broad range of information services and support for diverse constituencies. In this era of economic transformation, the business of public libraries is being recast. Public access to digital information and technology is a draw for libraries. Their open structure, combined with the power of new digital collections, technology, and training, position them to help communities make the transition from manufacturing and service economies to high tech and information economies.

Public libraries build a community's capacity for economic activity and resiliency. Many families and caregivers rely on the library to provide important pre-school reading and learning. Many people entering the workforce rely on libraries to get them online. Local businesses are increasingly tapping into the library's online databases to keep themselves competitive and to find synergistic new business opportunities. Library facilities often anchor downtown and commercial developments, and are attractive neighborhood amenities.

The fact that public libraries fit seamlessly into vastly different environments, from commercial strips and malls to inner and outer suburbs and mixed-use projects, is a testament to the versatility of the institution and the high degree of public value it enjoys. Whether located in a center city business district, suburban commercial corridor, mall, housing or retail development, demand for new public libraries, as measured by the circulation and library use statistics, consistently exceeds expectations. One would be hard pressed to identify another public or private development that could operate on such vastly different scales in so many different settings and attract such a diverse stream of visitors and consumers. – *Making Cities Stronger: Public Library Contributions to Local Economic Development*, Urban Libraries Council, 2007

- We believe that public libraries power development. Public libraries are engines for development. – “Are We Overlooking a Potential Engine for Social and Economic Change?”, *Beyond Access: Libraries Powering Development*, 2012
- The social return on investment from public libraries is broader than measureable return on investment. Benefits of significant value include:
 - the collection of materials itself
 - the many services of the library
 - the educational programs
 - the educational benefits of the library's mission including literacy of the citizenry
 - technology for use in the library
 - the expertise of the library staff
 - the library facility as a community gathering place
 - the "halo" spending by library users at establishments close to the library
 - the value of a library's enhancement to neighborhood real estate, and
 - the library's community partnerships.

– *Minnesota Public Libraries' Return on Investment*, 2011

- Impacts of Minnesota public libraries are found in the following areas:
 - highly educated and higher income households use libraries more frequently
 - Minnesotans of both sexes and all education groups feel public libraries are important and few want a decrease in public library economic support
 - important to have a public library in every community, very important to communities in general
 - majority of all adult age groups use the public library
 - the average household would be willing to donate between \$31.7 and \$38.3 US dollars
 - public libraries add to the state economy
 - public libraries create jobs in various industries
 - concept of return on taxpayer investment can assist libraries
 - value of children's public library programs; young adult public library programs; adult public library programs; adult public library circulation; juvenile public library circulation
 - value of public Internet computers at the library
 - value of public library reference transactions
 - monetized impacts and other benefits from public library annual operations
 - social return on investment in public libraries
 - the collection of materials in the library has value
 - services of the library have value
 - the educational programs and materials, as well as the educational mission of the library, have value
 - the technology for use in the library has value
 - the expertise of the library staff has value
 - the library facility as a gathering place has value
 - proximity to the library has value
 - libraries have value to neighborhoods
 - library partnerships have value.

– *Minnesota Public Libraries' Return on Investment, 2011*

- Value themes:
 - Libraries help create vital, stable, liveable communities
 - Libraries are a valuable business resource that supports the vitality and economic health of our communities
 - Libraries are an essential resource for education throughout our lives
 - Libraries help people live healthier lives.

– “Advocacy Toolkit ,” Public Library Association

- 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

- There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration. – Andrew Carnegie
- Here’s my visual graphic of library value. – Sabrina Miller, Adult Page, Sprucewood Branch, Edmonton Public Library



- 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.
- The economic value of public library services to the local community, return on investment, is in the range of \$3.00 for every dollar invested in the library. Private home location in close proximity to a public library in urban centres adds significant home resale value, which in turn produces additional property tax revenue.

- Public libraries: the third place. After home and work or school. And just as essential – a neutral place to reflect, connect, and become inspired.
- Libraries are the new community commons.
- Libraries are the community's living room.
- Libraries are community action centres.
- Libraries are collections of people, not materials.
- Libraries: a recession sanctuary for people in employment transition.

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* includes only sources specifically referenced in the value propositions, and excludes many other sources that were consulted during the course of the project