INNISFIL PUBLIC LIBRARY BOARD
MEETING AGENDA
Monday, January 15, 2024 – 7:00 p.m.
Lakeshore Library – Community Room

1.   Call to Order, Welcome & Land Acknowledgement

2.   Approval of Agenda   (copy & motion)

   [Motion #2024. – THAT the agenda of the January 15, 2024 meeting be approved as presented.]

3.   Declaration of Pecuniary Interest
   None at time of agenda creation

4.   Delegations to the Board
   a) Spark Fundraiser

Consent Agenda

5.   Approval of Previous Minutes   (copy)

6.   Correspondence   (copy)

7.   Reports for Information
   a) CEO Report   (copy)
   b) Municipal Council Report   (copy & information sharing)
   c) Library Board Report   (information sharing)
   d) Board Committee Reports   (information sharing)
      i.   Fundraising Committee
      ii. Truth & Reconciliation Committee
      iii. CEO Evaluation Committee
         • *Defer to Section 14. In Camera*
   e) Health & Safety Update   (copy)

Consent Recommendation

   [Motion #2024. – THAT the consent agenda items 5a.01.01 to 7e.01.01, and the recommendations contained therein be approved as presented.]

Agenda

8.   Reports for Action
        a) Staff Report LIB-01-2024 Statutory Holidays 2024 and New Year's Day 2025

        [Motion #2024. – THAT Staff Report LIB 01-2024 Statutory Holidays 2024 and New Year's Day 2025 be approved as presented.]

        b) Multi-Year Accessibility Plan Progress Report

        [Motion #2024.   THAT the Multi-Year Accessibility Plan Progress Report 2023 be received.]

9.   Business Arising
        None at time of agenda creation

10.   Policies

        a)   **OPERATING & TECHNOLOGY –** *Advertising Policy for Library Signs #2024-01*

        b)   **OPERATING & TECHNOLOGY –** *Community Information & Display Policy #2024-02*

                                                                (copy & motion)

        Recommendation

        [Motion #2024. – THAT the OPERATING & TECHNOLOGY – Advertising Policy for Library Signs #2024-01 and the OPERATING & TECHNOLOGY – Community Information & Display Policy #2024-02 be approved as presented.]

    11.   Strategic Issues
           None at time of agenda creation

12. New Business
     None at time of agenda creation

13. Comments and Announcements
     a) Calendar of Events   (link)
     https://innisfil.bibliocommons.com/events/search/index

14. In Camera
     a) Consideration of a resolution to hold an "In Camera" Committee of the
         Whole meeting as provided for under the Municipal Act, 2001, as
         amended, the Public Libraries Act, R.S.O. 1990, c. P.44, and the Library
         Board's Procedural By-Law
         Policy# B-2023-03.

     *[Motion #2024.__ - THAT the Board holds a "Closed Session"
     Committee of   the Whole meeting as provided for by the Municipal Act,
     2001, as amended, the Public Libraries Act, R.S.O. c. P.44, and the
     Board's Procedural By-Law Policy #B-2023-03 to deal with:*

          *a)   Personal matters about an identifiable individual, including
                 municipal employees.]*

     *==*Staff will leave the meeting at this time for the in camera==*

     *[Motion #2024.__ – THAT the Board now rise and report on the In
     Camera session and resume the regular Board meeting]*

15. Adjournment

     [Motion #2024. – THAT the meeting be adjourned]

ideaLAB & Library

CORRESPONDENCE LIST for January 15, 2024

6a.01.01	*CBC,* December 15, 2023, article entitled *2 Experts Explain Why Libraries Can Become Cybercrime Targets*, written by Andrew Lupton	(copy)
6a.02.01	*American Library Association*, report entitled *Gen Z and Millennials – How They Use Public Libraries and Identify Through Media Use,* written by Kathi Inman Berens, Ph.D. and Rachel Noorda, Ph.D., Portland State University	(copy)
6a.03.01	*The Guardian*, January 8, 2023,article entitled *Libraries for the Future: Europe's New Wave of 'Meeting Places for the Mind'*, written by Jon Henley	(copy)
6a.04.01	*Government of Canada*, January 11, 2024*,* News Release from Public Safety Canada entitled *The Government of Canada Invests in Crime Prevention*	(copy)

**INNISFIL PUBLIC LIBRARY BOARD
MEETING MINUTES
Monday, December 11, 2023 – 7:00 p.m.
Lakeshore Library – Community Room**

In Attendance:	Anne Smith, Rob Nicol, Councillor Jennifer Richardson, Councillor Robert Saunders, Barb Baguley, Sue Bennett, Rhonda Flanagan, Cynthia Gordon, Raj Grover
Staff in Attendance:	Erin Scuccimarri, Jennifer Miyasaki
Regrets:	None

1. CALL TO ORDER, WELCOME AND LAND ACKNOWLEDGEMENT
- The meeting was called to order at 6:53 p.m.
- The Board Chair delivered the Land Acknowledgement Statement.

2. APPROVAL OF AGENDA

Motion #2023.82
Moved by: Barb Baguley
Seconded by: Cynthia Gordon

THAT the agenda of the December 11, 2023, meeting be approved as presented.

                                                              CARRIED.

3. DISCLOSURES OF PECUNIARY INTEREST
There were no disclosures of pecuniary interest.

4. DELEGATIONS TO THE BOARD
There were no delegations to the Board

CONSENT AGENDA
5. Approval of Previous Minutes
6. Correspondence
- The CEO highlighted the County of Simcoe Settlement Strategy

7. Reports for Information
- CEO Report
  - The CEO provided further information about the Yoto players and books referenced in the report
- Municipal Council Report
  - No further updates to the report
- Library Board Report
  - Roundtable sharing of events attended and other updates

Committee Updates:
- Fundraising Committee
  - Met November 27 and December 11
  - Event planning is well underway
  - Emcee is booked; keynote is being confirmed; 3 authors are confirmed for Wine and Book Pairing; entertainment is booked
  - Request each Board member to donate a bottle of wine for event
  - Request Board members reach out to potential sponsors

- CEO Evaluation Committee
  - Survey closed on December 8, 2023
  - Committee will meet on December 12, 2023 to review results

- Health & Safety Update
  - JHSC Minutes included in package; no other updates

Motion #2023.83

Moved by:	Sue Bennett
Seconded by:	Raj Grover

THAT the consent agenda items 5a.01.01 to 7e.01.01, and the recommendations contained therein be approved as presented.

CARRIED.

AGENDA

8. REPORTS FOR ACTION

a) Staff Report LIB-13-2023 Future Plans for Churchill Branch
- The CEO provided further information on the report

Motion #2023.84

Moved by:	Jennifer Richardson
Seconded by:	Rob Nicol

THAT the Staff Report LIB-13-2023 Future Plans for Churchill Branch be received and the recommendations contained therein be approved as presented.

CARRIED.

9. BUSINESS ARISING
No business arising

10. POLICY

a) ***EMPLOYMENT –*** Respectful Workplace, Harassment & Violence Prevention Policy #E-2023-27

Motion #2023.85
> **Moved by:** Rhonda Flanagan
> **Seconded by:** Rob Nicol

THAT the EMPLOYMENT – Respectful Workplace, Harassment & Violence Prevention Policy #E-2023-27 be approved as presented.

CARRIED.

11. STRATEGIC ISSUES
There were no Strategic Issues to discuss this month.

12. NEW BUSINESS
No new business

13. COMMENTS AND ANNOUNCMENTS
a) Calendar of Events
  o Link to Library offerings was provided in the agenda.

14. IN CAMERA
No in camera

15. ADJOURNMENT
Motion #2023.86
> **Moved by:** Barb Baguley

THAT the meeting be adjourned at 7:28 p.m.

CARRIED.

Innisfil Public Library Board Meeting Minutes for December 11, 2023

DATE OF THE NEXT MEETING

The next Library Board meeting will be held on
Monday, January 15, 2024 at 7:00 p.m.
Innisfil Public Library & ideaLAB – Lakeshore Branch – Community Room

_____   _____
Anne Smith, Board Chair   **Erin Scuccimarri, Secretary**

London

2 experts explain why libraries can become cybercrime targets

3 of the library's 16 branches will be closed until Jan. 2

Andrew Lupton · CBC News · Posted: Dec 15, 2023 4:00 AM EST | Last Updated: December 15

The London Public Library was dealing with a 'major systems outage' on Wednesday. (Arfa Rana/CBC)

💬 comments

Two days after London's Public Library suffered a "major systems outage" shutting down everything from the website to its book catalogue, the culprit remains unclear.

- **Cyberattack behind major system outage at London Public Library**

In a Facebook post on Friday the Library said the shutdown "appears to be the result of a cyber incident."

"We expect that it will take some time before our systems can be restored," read the post." We are working with experts and will continue to share updates as more information becomes available and as services are restored."

The Carson, Glanworth and Lambeth branches will be closed until Jan. 2. More details about how the outage has affected service are listed here.

The network outage comes at a time when many public institutions, including libraries around the world, are being targeted by ransomware attacks.

In such attacks, criminals infect an organization's computer network with malware that cripples the system. The criminals then ask for money to restore the system. It's often paired with a threat to post personal or sensitive information on the dark web. In other cases, target organizations are asked to pay up to prevent information from being released.

Toronto library still recovering

Toronto's public library was hit in an Oct. 28 ransomware attack that staff are still working to recover from.

- **Toronto Public Library says services affected by cyberattack to be restored starting in January**

In a public statement, the Toronto library said criminals stole "a large number of files" from an internal server. Toronto's library said it did not pay a ransom but did confirm that employee information was likely taken, including their name, social insurance number, date of birth and home address, and in some cases, copies of government-issued ID.

The British Library was hit with a ransomware attack on Oct. 31 with the Guardian reporting that a shadowy ransomware gang called Rhysida had claimed responsibility.

Why target a library?

So why would cybercriminals target a library instead of a bank for example?

Aleksander Essex, a professor and cyber security expert at Western University, said libraries are often seen as a more gettable target.

"Smaller municipal organizations are making increasingly attractive targets just because the IT infrastructure is not as well-resourced at those levels," he said.

In London's case, the library network is separate from the city's. Earlier this year, the city approved spending an extra $1 million to defend against cyber attacks, which city staff said are becoming increasingly common.

- **Why London's IT staff say $1M is needed to protect the city from cyber attacks**

Charles Finlay heads the Rogers CyberSecure Catalyst at Toronto Metropolitan University. While he said personal data has a potential resale and ransom value, the motivations of cyber criminals vary widely.

"Some of these attackers are just trying to disrupt important institutions that serve our society," he said.

Still, he said it's a costly problem that organizations have to train staff to guard against.

"Ransomware attacks are happening at a crisis level across Canada and ransomware is a multi-national, billion-dollar industry."

Sometimes, cybercrime pays

The city of Stratford, Ont., paid a $75,000 ransom to have computer system restored following a ransomware attack. (Google StreetView)

In 2019, the city of Stratford, Ont., was hit with a ransomware attack. In that case, the attackers encrypted the town's servers, effectively leaving them crippled. The town paid attackers a total of 10 Bitcoins, valued at $7,509.13 each at the time, for a total payment of $75,091.30. However, the town also had an insurance policy which limited the town's liability to a $15,000 deductible.

Both Essex and Finlay agree that most public organizations aren't putting enough resources into protecting their systems.

Finlay said fixing the damage of a single successful cyber attack can cost far more than defending against one.

"Once the attack happens, you're in a different mode," he said. " The best time to invest is before it happens."

Finlay also said the attacks are becoming so common it's almost inevitable that every public institution, large or small, will eventually be targeted.

"It's not a matter of if, it's a matter of when," he said. "These organizations and municipalities will be attacked. If it hasn't happened yet, it will happen, so these investments need to be made now."

Kathi Inman Berens, Ph.D. and **Rachel Noorda, Ph.D.**

Portland State University

Gen Z and Millennials

How They Use Public Libraries and Identify Through Media Use

Executive Summary

Gen Z and millennials have some surprising attitudes and behaviors regarding media consumption and library use.

Generational categories like Gen Z and millennials (aged 13-40 in 2022)[1] are an important way to understand book engagement and library use because "an individual's age is one of the most common predictors of differences in attitudes and behaviors."[2]

Mobile computing is a key aspect of daily life for Gen Z and millennials. 92% check social media every day; 25% check social media multiple times per hour. The high instance of reading on mobile devices among these groups, particularly of social media and other "walled garden" apps, is a profound shift

from previous generations. This report will explain some implications of that development. It will aid librarians and other stakeholders in examining how libraries currently serve Gen Z and millennials, and how to continue serving them as they age. At times this report considers Gen Z and millennials together; at others, it drills down into generationally-specific behaviors when those behaviors differ sufficiently to warrant attention or explanation.

Based on a nationally representative survey sample conducted by the authors,[3] this report

discusses the following attitudes and behaviors Gen Z and millennials have regarding libraries:

- 54% of Gen Z and millennials visited a physical library within a twelve-month period.
- Libraries attract even Gen Z and millennials who **don't identify as readers**. 23% of Gen Z and millennials had visited a physical library in a twelve-month period AND did not identify as readers.
- Subscription-only and/or mobile-exclusive content provided in apps such as Webtoon (webcomics), Radish (romance e-novels) and Audible (audiobooks) is particularly popular with Gen Z and millennials: 12% of Gen Z & 8% of millennials subscribe to webcomics and 30% of Gen Z & 38% of millennials subscribe to Audible. But subscription content, such Audible-exclusive titles, is mostly unavailable for libraries to license.[4]
- 52% of Gen Z and millennial physical library patrons said they borrowed from library **digital collections**.
- Black (58%) and Latinx (57%) physical library patrons use digital collections more than the general survey population (52%).
- Long wait times for digital books disadvantage Black, Indigenous, and People of Color more than the general population. 47% of Black Gen Z and millennials overall (not just physical library patrons) have used digital collections, compared to 37% of the general population.
- 75% of Gen Z and millennial physical library patrons believe a library wait of one week or less is "long."

54% of Gen Z and millennials visited a physical library within a twelve-month period.

- Teen lounges in libraries are safe, comfortable spaces that support:
  - relaxation
  - mental and social well-being
  - learning untethered from school and educational mandates
- Given a choice, 59% of Gen Z and millennials would choose the graphic/manga version of a story rather than a text-only book.
  - Preference for a graphic/manga version instead of text-only book is higher in Black (69%) and Latinx (73%) communities.

Overall, social media use, crossmedia identities (readers, gamers, makers, fans and more), and subscription engagement characterize Gen Z and millennials in contrast to other generations.

This report is organized into five parts:

1. Gen Z **library use** and **non-use.**
2. How Gen Z and millennials **use media** and **discover books.**
3. Gen Z and millennials' **identity categories** such as readers, gamers, makers, and fans.
4. **Challenges** libraries face in growing Gen Z and millennials' engagement.
5. **Recommendations** for how libraries can connect with Gen Z and millennials.

Introduction

Millennials (age 26–40) and especially Gen Z (age 13–25) have grown up in an increasingly digital environment, which shapes their reading behavior, reading preferences, and modes of book discovery. The survey results show that 92% of Gen Z and millennials check social media daily. 25% report checking multiple times an hour. According to 2022 Pew data, "fully 35% of teens say they are using at least one [social media platform] 'almost constantly.'"[5] Gen Z is the first generation to have had access to mobile computing since early childhood. If previous generations had to physically move to access media in a particular location (e.g., the "tv room" in a house; a computer lab at school), most of today's teenagers and young adults have microcomputers ("phones") on their person.

92% of Gen Z and millennials check social media daily. 25% report checking multiple times an hour.

The success of artificial intelligence-powered digital marketing helps to explain why 1 in 3 Gen Zers and millennials in the survey buy books based on recommendations from Instagram reviews/ads and 31% buy books because of TikTok reviews/ads. During their lives thus far, these two generations have been surrounded by pervasive media environments that mediate their interactions with friends, other social groups, and information. As a result, some of their behaviors and expectations when it comes to libraries require explanation.

Average Number of Books Read per Month

More than people in previous generations, Gen Z lives in an augmented reality moving seamlessly between embodied and virtual space through phones. As one Gen Zer commented: "For me, online and offline are one and the same, basically the same thing, integrated."[6] Yet, importantly, this comfort with the blurring of the digital and physical worlds does not translate into a preference for the digital. With more time spent on mobile computing comes increased need for "social media detox" and other efforts to limit or demarcate one's time in mobile apps.[7] Print books are Gen Zers' #1 preferred book format. Young people visit bookstores. Despite all the digital options, browsing library shelves continues to be relevant to their discovery of new books.

Gen Zers buy and read slightly more than millennials in all formats. Print is the preferred format.

Additionally, despite assumptions that young people may read less, both Gen Z and millennials are consuming books: on average they buy 1 ebook, 1 audiobook, and 2 print books per month; and read (including through subscriptions) 1 ebook, 1 audiobook, and 2 print books per month. Gen Zers buy and read more than millennials in all formats. Age negatively correlates with the number of print books bought per month: the younger Gen Zers are, the more print books they buy. The charts illustrate book *reading* and book *buying* across formats.

Average Number of Books Bought per Month

Physical Library Visits

Do Gen Zers and millennials use libraries? How and to what extent? About half of Americans aged 13–40 visit libraries in person, and this usage rate has been consistent over recent years. In the survey 54% of Gen Z and millennials reported having used physical libraries within a twelve-month period. This percentage is very close to what Pew reported for millennial library use in 2017 (53%),[8] and is higher than Pew's findings a decade ago.[9] 27% of Gen Z and millennials report discovering books by browsing books on shelves at public libraries. Browsing public libraries is Gen Z's #3 preferred place to discover books. Libraries are the #5 preferred place for millennials to discover books. Millennials are more likely to use the digital library collections than Gen Z. More (64%) African American or Black Gen Z and millennials visit the physical library, 10 percentage points higher than the general survey population. For both Latinx and Asian/Asian American Gen Z and millennials, browsing shelves in public libraries was the #3 preferred place of book discovery, after "on my phone in social media

> **Nourishing Gen Zers' use of the library continues to require physical space and print materials because they like print books.**

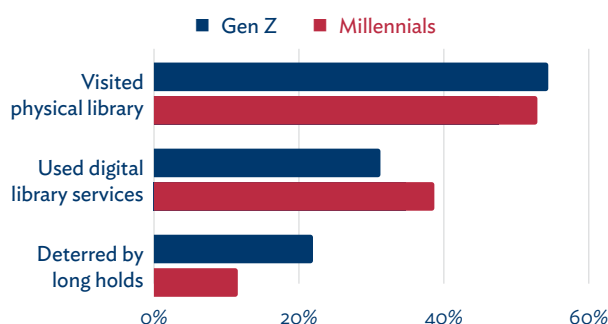feeds" and "streaming TV/movies that are adapted to books."

Gen Z slightly outperforms millennials in visits to physical libraries in the last twelve months. It also corresponds with Gen Z's preference for printed books. Nourishing Gen Zers' use of the library continues to require physical space and print materials because they like print books. Gen Z and millennials who *had not* been to the physical library in a twelve-month period read less than the general population across all formats except text messages and emails. Notably, 17% of the group that didn't physically visit the library did report using library digital services.

Physical library visitors identified these barriers or attitudes to digital borrowing:

- 41% "I didn't know how to access library services during the pandemic."
- 20% "I don't use library services."
- 14% "There's no library close to where I live."
- 12% "I lost my library card."

Gen Z and millennials are not going to the library *only* to borrow print books. Across age demographics, there was a 23 percentage point increase in Americans who attended library programs from 2014 to 2019.[10]

Libraries Are Book Showrooms for Gen Z and Millennials

What role do libraries play in Gen Z and millennial reading habits and book discovery? In the *Immersive Media and Books 2020* research, researchers found that 1 in 3 book engagers bought a book that they first found at the library.[11] Generally, book engagers were *context agnostic*, meaning that they often found a book in one place and bought it or borrowed it in another. Turning attention to Gen Z and millennials specifically in 2022, libraries fit well with the "robust sampling" culture that Gen Zers and millennials are accustomed to. Digital subscription models

Library Use
Gen Z versus Millennials

■ Gen Z ■ Millennials

through which Gen Z and millennials consume other media (such as Netflix, Kindle Unlimited, Xbox Game Pass, Spotify, Audible, etc.) allow them to try new media products risk-free. In the traditional, print-centered book publishing ecosystem, libraries are the place for robust sampling.

Libraries allow people to try out books risk-free. This, and the role that libraries play in curating and promoting books, mean that libraries bolster publishers' low marketing budgets—for free.

Penguin Random House disclosed during the Department of Justice antitrust trial on the proposed acquisition of Simon & Schuster that they allocate 2% of their budget for marketing. Extrapolating from this, Guy LeCharles Gonzales calculates that they spend an average of $3,187 per title, for a total of $47.8 million.[12] Visibility in the crowded marketplace is a formidable challenge facing publishers, and they will pay to get optimal book display placement algorithmically with online vendors and also at retail bookstores. They pay a commission of 3–7% on books sold, or a dollar amount around $100, for a display at a bookstore. By contrast, libraries display books for free–no marketing dollars demanded. Some even invite local bookstores to sell books at library-sponsored author events. In the digital environment, attentive digital librarians customize their curated collections to the borrowing and holds requests of local patrons. Digital collections managers can adjust licenses in real time to accommodate demand, if the library can afford to fund staff time to monitor digital collection use.

54% of Gen Z and Millennials Who *Don't* Identify as Readers Visit Libraries— Why?

43% of Gen Z and millennials don't identify as readers. Of that "non-reader" group, 54% have been to their local library in the past twelve months. Why? What is it about libraries that attracts "non-readers"? What is the library's value to non-readers?

The library provides a number of things beyond books: a safe, free place to hang out; important

resources and advice during big life changes such as career transition, parenthood, new language acquisition, or learning to read; Wi-fi enabled work spaces; and creativity resources like maker spaces and media production equipment. Libraries also provide programming relevant to teens (Gen Z) and parents (older Gen Z and millennials), such as coding clubs, storytimes, job application help, and more. This helps to explain why, across age demographics, there was a 23-percentage point increase in Americans who attended library programs from 2014 to 2019.

The youth that researchers met during visits to two public library branches talked about coming to the library just to "vibe" and hang out. One contrasted the public library experience to that of her school library, where she said students had to have "a reason to be there" such as a test or study hall, as activities are tied to the school's curriculum. While her school library required her to be quiet and have a pass to enter, the public library was a place where she and other teens could chat while crafting. Making collaged bookmarks in the teen room, one young person commented, "this is so relaxing," which points towards the role that libraries play in mental/emotional health and socializing. At both library branches we visited, books lined the walls of the teen lounges. Some young people picked up books as they did other things such as crafting, gaming, checking their phones, chatting, and showing their craftwork to the teen librarians and an adult mentor. In these spaces, books were always an option but were not the focus of the experience.

Millennials and Gen Z Also Visit Bookstores

In 2023, independent bookstores are a surprising success story, despite consumers buying more books from online retailers. 2023 has seen a growth of independent bookstores, leading to the highest number of American Bookseller Association members in over two decades.[13] In keeping with this, bookstores are an important part of reading for many Americans in the 13–40 age group. This research found that 58% of Gen Z and millennials bought a book in a bookstore in the prior twelve months. More than one third (35%) of those bought a book because they were browsing at the store and found something they liked. While bookstores don't allow for the same level of robust sampling that libraries do, they do allow readers to examine different books in person and often offer book recommendations and events.

A secondary appeal: indie bookstores tap into people's ethical values to "shop local" as a means of supporting one's community. 13% of Gen Z and millennials said they bought books to support their local bookstore. Browsing shelves in brick-and-mortar libraries is the #3 preferred place for Gen Z

> **A majority of library digital collections' non-users say they don't know how to access digital collections.**

and millennials to discover books (13%), followed by browsing shelves in brick-and-mortar bookstores as #4 (11%). The #5 preferred way is browsing shelves in public libraries (11% of Gen Z and millennials). These data demonstrate that Gen Z and millennials slightly prefer bookstores to libraries for printed book discovery. However, Gen Z and millennials equally prefer recommendations from booksellers and librarians (15%).

The instant availability of popular titles and the shopping experience would seem to be the most important differentiators between bookstores and libraries; however, the most popular print books at the library are less likely to be on the shelves for patrons to browse because they are borrowed out and on hold lists. By contrast, bookstores highlight the most popular titles on tables and face them out on shelves, increasing visibility and availability of in-demand products. Indie bookstores often feature cafés and places to sit where customers can make themselves as they browse. The Public Library Association recommended that libraries add coffee and couches back in 2017, but many libraries continue to lack the ability to have food inside the building, making library cafés a challenge to implement.[14]
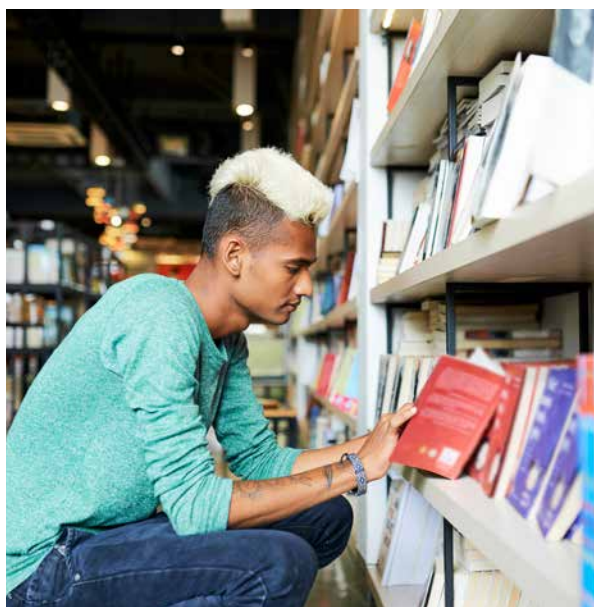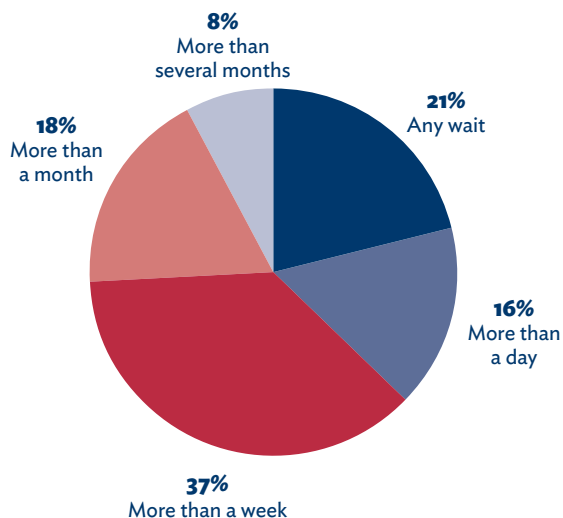

Gen Z and Millennials' Digital Collections Use

It's clear that Gen Z and millennials use libraries for their physical book collections and other resources, but what about their digital books? The survey found that only 37% of Gen Z and millennials borrowed from library digital collections. 80% of those borrow ebooks and audiobooks 2–7+ times per year. A majority of digital collection non-users say they don't understand how to access digital collections, indicating that there is an opportunity to proactively educate younger library users about digital library resources.

Millennials outpace Gen Zers in using the digital library collections, and they also have a higher tolerance for long wait times—something that library

Long Library Wait Time According to Gen Z and Millennials

8%
More than several months

18%
More than a month

21%
Any wait

16%
More than a day

37%
More than a week

patrons often encounter with popular digital materials. While 83% of library users ages 13–40 report not being deterred by wait times for digital library resources, Gen Zers are more deterred by long wait lines than millennials (21% compared to 17%). Notably, a combined total of 75% of Gen Zers and millennials say that a wait time of *one week or less* is "long."

What are the barriers to digital borrowing for those who *haven't* visited a physical library in a 12-month period? 40% said "I don't use library services." 28% said "I didn't know how to access library services during the pandemic." 20% said "I don't read audiobooks or ebooks." 12% said "I lost my library card."

Use of library digital collections breaks down differently by race and ethnicity. Black (58%) and Latinx (57%) physical library patrons use digital collections more than the general survey population (52%). 47% of Black Gen Z and millennials overall (not just physical library patrons) have used digital collections (compared to 37%). Black and Latinx GenZ/millennials are also more likely to be deterred by long hold lines at the library. Therefore, fair digital access is a racial equity issue, facilitating Black, Indigenous, and People of Color (BIPOC) access to books.

75% of Gen Zers and millennials say that a wait time of one week or less is "long."

Fair digital access is a racial equity issue, facilitating Black, Indigenous, and People of Color (BIPOC) access to books.

BIPOC Patrons Use Digital Collections More
Than the General Population

■ Sample overall   ■ Digital library visitors

60%

40%

20%

0%

All   Latinx   Asian   Black
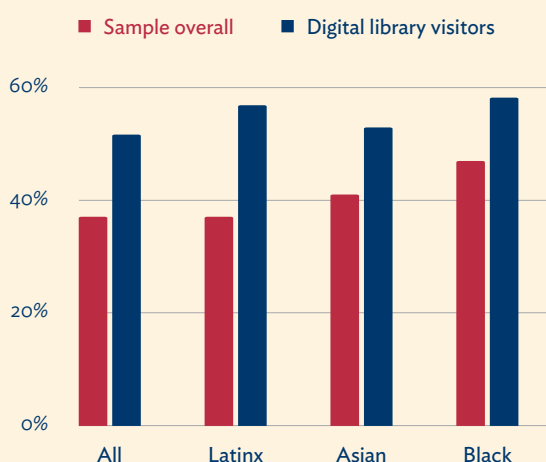
Digital library services

BIPOC patrons
Borrow digital library materials like ebooks and audiobooks

African American or Black
Highest physical and digital library use: 63.9% had visited the local library in the last 12 months.

Asian and Asian American
Browsing shelves in public libraries is the #3 preferred method of book discovery

Latino, Latina, Latinx
Browsing shelves in public libraries is the #3 preferred method of book discovery

Media Use: Who Is Reading What?

This research expands the definition of reading to include a wide range of formats. We found that among Gen Z and millennials the top four most read modes in the last 12 months were digital (text messages, email, social media, websites). Print books came in fifth, with ebooks and audiobooks even further down the list. Some shifts in reading may be due to the amount of time people spend with their mobile devices and the conveniences of being able to read in short bursts—such as during a break from work or school, or while in transit, or while waiting in line. Webtoon and other serial content subscription apps, for example, compete with books for reading time, and their quick-to-read formats (such as single-pane webcomics), gives them an advantage in meeting readers' needs for short bursts of reading. Webtoon, at 85.6 million monthly readers globally, is the fastest-growing reading app.[15] Webtoon's U.S. audience hovers around 20% of its global audience, or 17.1 million monthly readers. Webtoon offers most of its serial content for free; subscribers pay to access content faster than the free release.[16]

Some differences exist between Gen Z and millennials in reading practices. Gen Zers are reading chats in games and webnovels in greater proportions. Millennials, meanwhile, read more emails, ebooks & audiobooks, blogs, and newspapers compared to the younger group.

The How and Where of Book Discovery

The hybrid online/offline environment that Gen Z and millennials are embedded in significantly impacts their book discovery and reading habits. The graphic below illustrates this—showing *how* and *where* people discover books alongside the subscription services most popular among Gen Z and millennials.
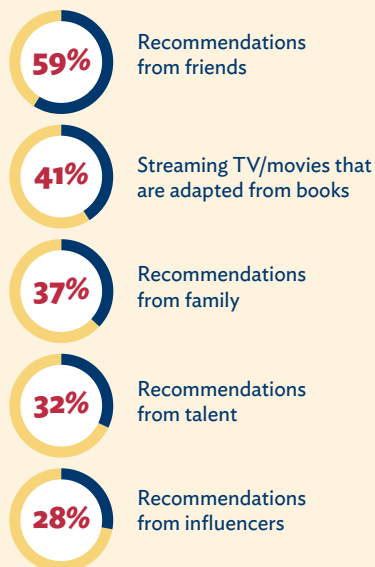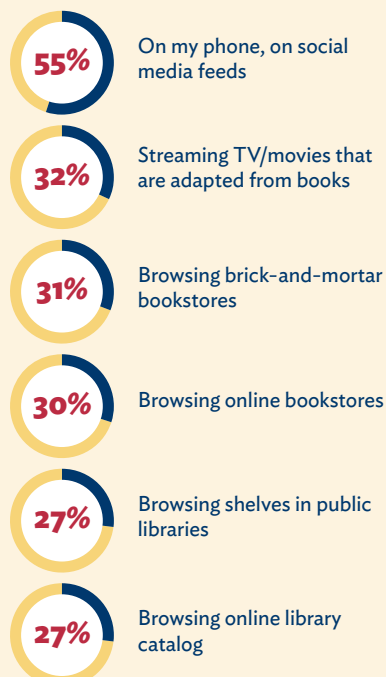
Read in the Last 12 Months
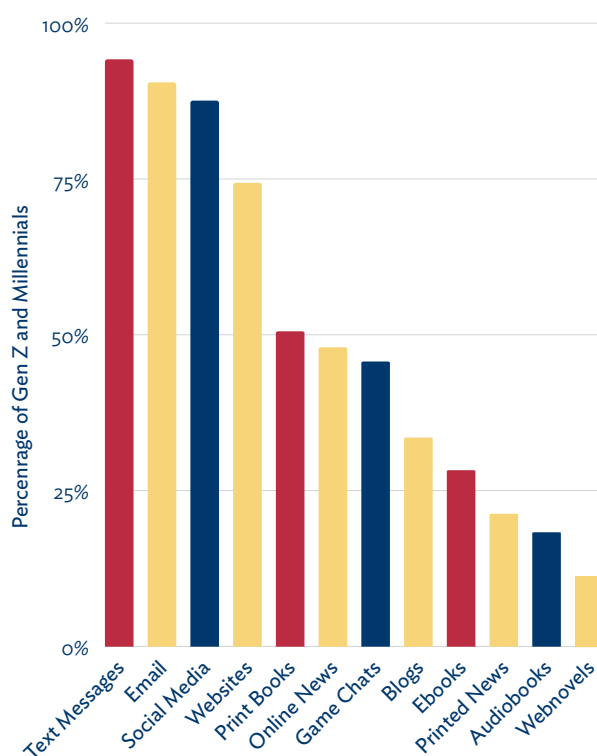
As can be seen in the graphic below, Gen Z and millennials discover books based on recommendations of people they know (friends, family) as well as strangers (talent and influencers). They discover books both in the digital world (social media, streaming/TV movies, online bookstores and library catalogs) and in the physical one (bookstore and library shelves). Many also subscribe to an ecosystem of services that are inaccessible, at least in part, to libraries. Audible, for example, is a mixed bag: some of its audiobooks are available at libraries, and some are not. A portion of "Amazon Originals" and "Amazon Exclusives" are currently only accessible through DPLA's Palace Marketplace.[17] The following content is currently inaccessible to libraries: CrunchyRoll; fanfiction
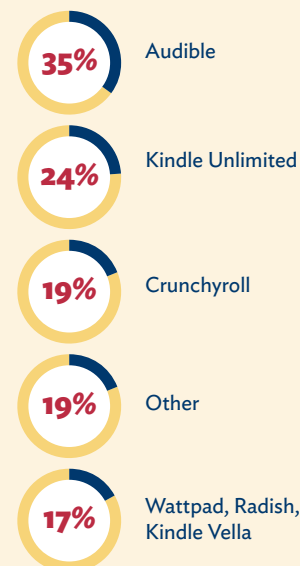
Book Discovery

How

59% Recommendations from friends

41% Streaming TV/movies that are adapted from books

37% Recommendations from family

32% Recommendations from talent

28% Recommendations from influencers

Where

55% On my phone, on social media feeds

32% Streaming TV/movies that are adapted from books

31% Browsing brick-and-mortar bookstores

30% Browsing online bookstores

27% Browsing shelves in public libraries

27% Browsing online library catalog

Services

35% Audible

24% Kindle Unlimited

19% Crunchyroll

19% Other

17% Wattpad, Radish, Kindle Vella

---

and serialized fiction apps like Wattpad, Radish, and Kindle Vella; and subscription services in the "Other" category which includes Webtoon, Substack, Patreon, and others. Of the Gen Zers and millennials who read webnovels, 60% pay for faster access to content; for people who use Substack, 79% pay for faster access to content.[18] "Original" content usually means it can be accessed exclusively on that platform. Readers tender an unseen payment in the "attention economy" as they read on these apps: the pattern of their time on site, how often they check the site, how quickly one opens a new installment, and far more granular information than that.[19]

Modes of book discovery differ somewhat between Gen Z and millennials. Gen Z invests more trust in celebrities, influencers, and social lists, though both groups accept them as trusted resources. More than one third (34%) of Gen Z people discover books based on recommendations from influencers (TikTokers, Instagrammers, bloggers, Discord streamers, and so forth.) Millennials are somewhat less influenced than Gen Z by influencers (23% for millennials compared to 34%

of Gen Z). By contrast, millennials read significantly more online news services (57% compared to Gen Z's 36%) and printed newspapers (27% compared to Gen Z's 14%). Reviews are more effective in driving millennials' book discovery. Millennials' media habits are a middle ground between Gen Z and older generations. Perhaps unsurprisingly, Gen Z is less influenced by legacy media reviews: more (20%) said they were influenced by recommendations from online reviewers (Goodreads, Amazon, Audible, and Barnes and Noble) than by bestseller lists (15%) such as *New York Times, USA Today, Publishers Weekly,* Amazon.

Preferred Ways to Find Books

Streaming TV and movies is the #2 preferred way Gen Z and millennials discover books. For Black Gen Z and millennials, streaming is the #1 preferred way to discover books, a 10 percentage point increase over the general population. Gen Z and millennials

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Top 6 Methods of Book Discovery
for Gen Z and Millennials

■ Overall ■ Preferred

| | Recommendations from friends | Streaming TV/movies | Recommendations from family | Recommendations from talent | Recommendations from influencers | Recommendations from social lists |
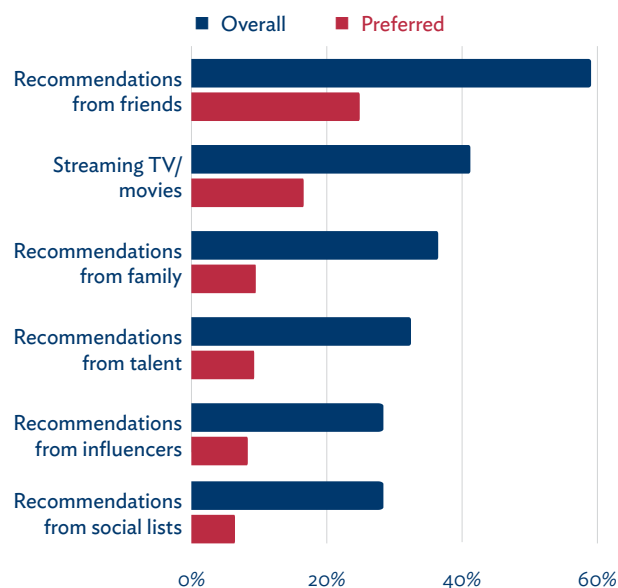
are media omnivores who discover new content across media, finding a story they like in one format and following that story through its representations in other formats ("crossmedia"). These generations also move nimbly from virtual to embodied space. Latinx Gen Z and millennials reported strong engagement with fanfiction, 48% (10 percentage points more than the general population) and 27% subscribe to mobile serial fiction apps such as Wattpad, Radish and Kindle Vella (10 percentage points more than the general population).

For Black Gen Z and millennials, streaming TV/movies is the #1 preferred way to discover books.

Digging deeper, we asked survey respondents to check *all* of the ways they discover books (the **blue** bars in the chart above) and their *preferred* way of discovering books (the **red** bars in the chart above). Recommendation from friends (25%) is the most-preferred way to find books, closely followed by recommendations from talent[20] (8%),

influencers (7%), and social lists (6%).[21] These two categories together (friends and social media/influencers) far outpace recommendations from family (9%) as the most-preferred way to find books.

Preferred Social Media Platforms

There are both similarities and differences between the social media platforms that Gen Z and millennials preference. Both groups prefer Instagram (21%) and YouTube (Gen Z—16%; millennials—17%) at similar rates, but beyond that there is a divergence. Gen Z indicates a relative preference for TikTok (23%) and Snapchat (13%), while millennials prefer Facebook (33%) much more than Gen Z (7%). These findings are consistent with Pew's 2022 research into teen use of social media platforms, which found that "TikTok has established itself as one of the top online platforms for U.S. teens, while the share of teens who use Facebook has fallen sharply."[22]

The differences between Gen Z and millennial social media platform preferences become significant when it comes to book discovery and purchase. While 21% of both Gen Z and millennials bought a book recommended or advertised on YouTube, millennials were more likely to buy a book recommended or advertised on Instagram (35% of millennials, 29% of Gen Z) and Gen Zers were more likely than millennials to buy a book recommended or advertised on TikTok (34% of Gen Z, 28% of millennials). Of the 46% of respondents who bought a book from a bookstore, Instagram was their #1 preferred platform. These data raise the question: how can librarians participate in social media marketing if they lack the time to immerse themselves in platform-specific conversations and vernacular? Does content pushed across traditional marketing channels even reach Gen Z and millennials?[23]
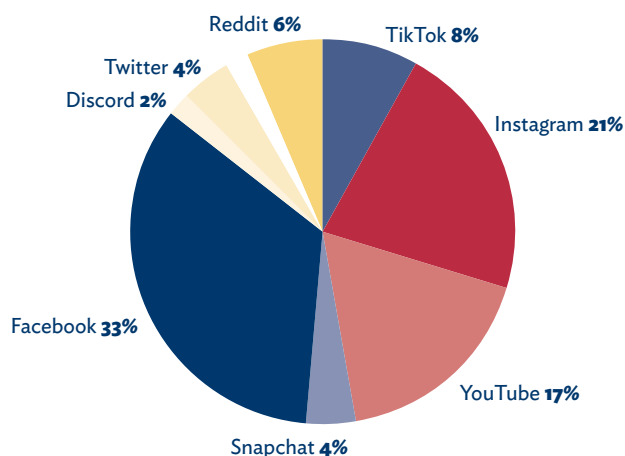
Social media on mobile phones is effective because it allows marketers to achieve "six touchpoints"[24] that build product awareness faster than is possible in newspapers, magazines and television. Talent and influencers typically post new content daily, and engage in conversation with fans. Such

Gen Z Preferred Social Media Platform

Reddit **3%**
Twitter **4%**
Discord **7%**
Facebook **7%**
Snapchat **13%**
YouTube **16%**
Instagram **21%**
TikTok **23%**
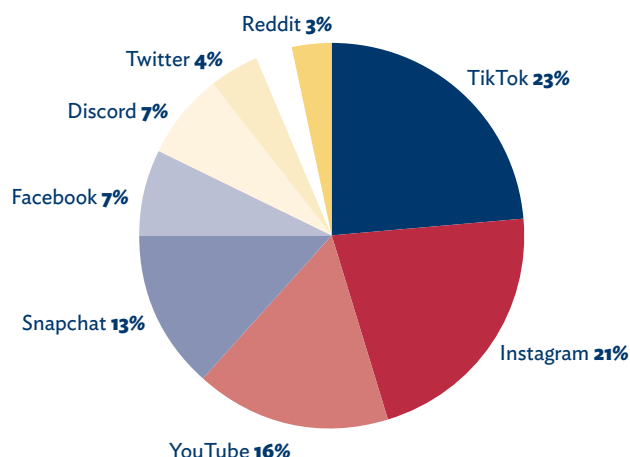
Millennial Preferred Social Media Platform

Reddit **6%**
Twitter **4%**
Discord **2%**
Facebook **33%**
Snapchat **4%**
YouTube **17%**
Instagram **21%**
TikTok **8%**

interaction builds trust and establishes credibility. That's why talent and influencers are also sites of conversation among fans. Identification as a "fan" is high with Gen Z and millennials (52%) and fans have many channels, online and offline, to engage with creators and hang out longer in the storyworlds they love.

When fans are also creators, printed books make good props in visual media like TikTok short videos and Instagram Reels. There are no TikTok videos of ebooks! Printed books can be imaginatively used as conversation pieces or expressive objects. An early BookToker, Ayman Chaudrhary, famously videoed herself throwing *Song of Achilles* across the room because it broke her heart. Many #booktoks focus on the materiality of the printed book, including closeups of bookmarks and other types of deco-ration, or stacks of books filmed in stop-motion animation. For celebrities and influencers, books are a quick way to generate ideas for fan engagement. Emma Roberts, an actress who started a book club on Instagram during pandemic lockdowns, said: talking about books "is one of my favorite ways to engage with my followers. … [It] just adds so much more substance to your online interactions."[25] Finally, the automation and customization of digital technology helps to make social media marketing effective. Artificial intelligence "can create 100

different variations" of a particular author news-letter or collate disparate datasets into a remarkably personal and customized pitch.[26]

Trends like these are top-of-mind for the most avid readers and media consumers; librarians should keep them in mind when strategizing how to "meet" Gen Z and millennials where they "live."

Consumers and Creators

In addition to consuming media, Gen Z and millennials also create it. They hold multiple identities, as readers, gamers, writers, fans, livestreamers, podcasters, and more. More Gen Zers identify as gamers, and fewer identify as readers. Millennials have higher percentages of identification as readers, fans, livestreamers, and podcasters. Identity is a perception of self, and identities are social, multiple, and fluid. In choosing to report self-identification, such as being a fan, the Gen Z and millennials in this study were able to interpret the terms of identity in their own ways. A fan could be an enthusiast of anything, not just book- or media-related things. The survey allowed respondents to define themselves as they saw fit, without required benchmarks to establish who "qualified" as a fan.

So why do these media identities matter, particularly to libraries? Leung et al. found that the more relevant a product is to a person's identity, the more the physical version of that product will appeal to the consumer.[27] Gen Z and millennials tend to buy more books per month if they identify as readers.

Identities are social, and the community aspect of media consumption is a motivating factor for Gen Z and millennials. Being part of a fan community and connecting with others like them is the most important element of Gen Z media consumption. Nearly one-third (32%) of Gen Zers who identify as gamers report that they play videogames as a way to talk with friends, compared to 26% of gamers in the general survey population. Two of the top 3 reasons why Gen Z people report identifying as fans are 1) to be part of a fan community (27%) and 2) to meet others

like them (26%). Gaming and fandoms provide the community and connection that Gen Zers value. By contrast, reading reflected more solitary pleasures. Reading for Gen Z was primarily motivated by "me time" and the desire for escapism. Given this orientation, libraries are in a unique position to demonstrate to Gen Z the *social* dimension of books by providing them spaces for community to meet and talk, especially inside branch libraries.

One of the most important findings of the *Immersive Media and Books 2020* research was that avid media consumers are avid across categories: it's not a zero-sum game. People who avidly game and avidly watch TV/ movies are also often avid readers and book buyers. In the 2020 study, we defined "avid" engagement as 4+ books per month, which was 53% of the survey population.[28] For these "avid" engagers,

Media Identities
Gen Z and Millennials

57%	53%	52%
Readers	Gamers	Fans

25%	13%	10%
Writers	Livestreamers	Podcasters

there is an amplifying effect as an individual moves between media modes and platforms.

For Gen Z and millennials, 57% identify as readers, 53% as gamers, and 52% as fans. Those who discover books through 5+ different modes have higher rates of identification across the identity categories. They eagerly explore content across different media and identify as both **consumers**: readers (74%), fans (62%) and gamers (56%); and **makers**: writers (33%), livestreamers (17%), and podcasters (14%). Avid engagers fluidly move between consuming and making media. Perhaps this is why social media is such a popular way for Gen Z and millennials to discover books: it taps into both the consumption and production aspects of their identity, as they watch talent and influencers, then join the conversation by posting their own content in response.

Gen Zers we met at our library branch visits were well aware of the creator economy, for example, and talked about ways to participate in it.

These complex consumer/producer identities were reflected in our ethnographic research. Gen Zers researchers met at library branch visits were well aware of the creator economy, for example, and talked about ways to participate in it. One entrepreneurial young woman had three different ideas for making and selling products in the creator economy.

For instance, she was interested in building a lip gloss business using vegan products because those products are in-demand with other Gen Zers and because vegan products are more sustainable for the environment. One young man regularly wrote and recorded his own rap music in the recording studio inside his local library.

In another library site visit, researchers observed teens alternating between playing video games together and pausing to go back and join the larger group craft activity. Some of the specific media they identified consuming included rap and country music, *Batman* and 2K video games, and TV such as anime, *iZombie, Umbrella Academy, Love/Dance/Robots*, and *Grey's Anatomy.* They talked about reading manga, the *Geronimo* series, and other books. Occasionally the young people would break away from the craft activity to quietly peruse the shelves of books lining the

teen lounge walls. In other words, the teens moved fluidly between creating, consuming, socializing, talking about their media, and browsing shelves, which illustrates their hybrid identities and engagement with both physical and digital media.

4 | CHALLENGES

Libraries (and publishers) face three main challenges when it comes to Gen Z and millennial media habits and preferences.

1. Amazon Frames Gen Z and Millennial Book Expectations

Gen Z and millennials' high use of Amazon's audiobook and ebook paid subscription services poses a challenge for libraries particularly because of "Amazon-exclusive" licensing, which prohibits some authors from distributing their work outside the Amazon ecosystem. The same is true for "Amazon Originals," which is exclusively available to Amazon subscribers. In June 2022, DPLA partnered with Lyrasis and Knight Foundation to launch The Palace Project, a not-for-profit e-reader app, platform, and marketplace that allows libraries to serve e-content from all their vendors to patrons via a single app, available for iOS or Android. DPLA also runs Palace Marketplace, with an emphasis on providing libraries with flexible licensing models. Palace Marketplace includes more than 1.2 million ebook and audiobook titles from all of the Big 5 publishers, Amazon Publishing, Audible, hundreds of mid-size and independent publishers, and independent authors. So far, Palace Marketplace is the only platform that has negotiated access to titles from Amazon Publishing and Audible. If there are Amazon-exclusive books that are not accessible through the public library, this limits the library's ability to serve its patrons and offer them the books that they need and want, in the formats that they need and want. And, of course, libraries and publishers are not the only organizations whose operations have been disrupted by Amazon. Borders closed in 2011 and Barnes and

Noble has retrenched from 726 stores in 2007 to 600 stores in May 2023.[29]

Additionally, the convenience of direct-to-door delivery of books from retailers like Amazon builds expectation in Gen Z and millennials regarding their access to print books. Amazon's advantage is convenience. Many libraries offer some delivery services to homebound individuals; and several libraries around the country pivoted during the COVID-19 pandemic to offer book delivery services to their patrons when physical library doors were closed to the public. As the world transitions into another stage of COVID-19 where pandemic becomes endemic, print book delivery should remain in the conversation for libraries to increase print circulation and reach print-hungry Gen Zers.

2. Pirating Books versus Library's Legitimate Digital Book Access

One third (32%) of Gen Z and millennials download or read books for free from unlicensed sources. The ease of downloading and sharing ebooks and audiobooks has been staunched by digital-rights-management software installed in digital books by publishers. But publishers remain wary that ebooks and audiobooks cut into print sales.

One third (32%) of Gen Z and millennials download or read books for free from unlicensed sources.

John Sargent, the former Macmillan CEO who led an 8-week embargo against granting libraries access to new digital book releases, defended his decision by saying he didn't want "frictionless" ebook access to train customers to get new releases for free.[30] More recently, the Association of American Publishers successfully sued to prevent state legislatures from mandating "reasonable terms" for libraries' digital book licensing.[31] Publishers prevailed in the first

case decided in a federal district court, winning the right to charge licensing prices without additional regulatory oversight beyond existing laws. This win is welcome news for publishers, but it doesn't affect ebook reading beyond the scope of library licensing. Publishers might benefit in the long run by encouraging Gen Z and millennials to borrow more ebooks from libraries, because doing so might train them to seek out licensed ebooks and audiobooks rather than pirated, often substandard, versions.

The 32% of Gen Z and millennials who pirate books is a large potential audience whose needs are not currently met by long wait times. Would more people borrow from libraries if wait times for ebooks and audiobooks were shorter? Can people who are in the habit of illegally downloading books be retrained to borrow licensed digital books from libraries?

These questions are important because the habits young people develop in accessing digital books may persist into adulthood, when they will have more control over their disposable income as book buyers and will also be able to vote for or against library tax levies.

Libraries give people a legitimate, morally unimpeachable way to access free books. Library borrowing also leads to book buying and discovery. The *Immersive Media and Books 2020* study found that 33% of the people who discovered a book at

the library went on to purchase it.[32] Publishers need discovery tools in a very crowded media marketplace. "Pirates" are also some of the most passionate book readers. *Immersive Media and Books 2020* shows that "pirates" are super-consumers, active across all media both as consumers and producers.[33] They are people who sometimes purchase books they've already downloaded/read, and they actively participate in online, book-centered communities.

Publishers, librarians, and authors should consider aligning in one mission to keep people reading digital books through legitimate access. Libraries are a time-proven and convenient way to do this.

> **Publishers, librarians, and authors should consider aligning in one mission to keep people reading digital books through legitimate access. Libraries are a time-proven and convenient way to do this.**

3. Lack of Equitable Access to Digital Collections Harms BIPOC

Publishers are for-profit companies and public libraries are freely accessible mission-driven public organizations. This structural difference can lead to tension between libraries and publishers regarding digital lending terms. This report substantiates through data that BIPOC patrons use digital collections more than the general population. In her analysis of public library mission statements, Melissa Fraser-Arnott identified six components of modern public library identity: 1) community building, 2) culture and recreation, 3) equitable access, 4) information, 5) positive impact, and 6) stewardship.[34] Crawford Barniskis notes that lifelong learning and knowledge acquisition are core to public library mission statements.[35] As libraries, publishers and authors collaborate to make reading legitimately-accessed digital books easier, the guiding principles Fraser-Arnott identifies should be kept in mind.

Based on this report about Gen Z and millennials, we researchers have two top-level recommendations supported by several specific ways libraries might increase their relevance with Gen Z and millennials.

1. Get in Gen Z and Millennials' Consideration Set

Many Gen Z and millennials report that shelves at public libraries are some of their favorite places to browse for books. But their attention is corralled multiple times per day (if not per hour!) by ad-supported social media environments. How to get their attention? A simple external link from digital borrowing apps, such as Libby, to the branch library's website could make a big difference in keeping local branch libraries squarely in Gen Z and millennials' consideration set.

2. Communicate Libraries' Unique Qualities

More than previous generations, Gen Z responds to values-based marketing.[36] The same people who buy books at their local bookstore are people who might champion libraries, if they knew their advocacy would matter. Here are some of the value propositions libraries offer Gen Z and millennials and why supporting libraries contributes to the greater social good:

Libraries are free to visit and borrow from. There may be confusion about why one would visit a library, particularly for people whose only prior experience of libraries is shaped by school libraries which might have strict rules around noise and use. Don't assume all people know that public libraries loan a wide range of materials, including ebooks and audiobooks.

Libraries are fun. The library is more than books and borrowing: library programming, innovative resources, and safe spaces to chill out are all great uses of branch libraries. Our observational work at Cuyahoga County Public Library branches showed us that Gen Zers are coming to the library to hang out with people and socialize after school.

Libraries protect privacy. Are patrons aware that libraries protect patron privacy and intentionally do not collect their data? Gen Z and millennials are habituated to exchanging their privacy for access to content and services, such as providing an email address or allowing their online behavior to be tracked. The core library value of not storing readers' borrowing histories may not necessarily resonate as valuable to younger people. It's time to make Gen Z and millennials aware of why privacy is core to libraries' commitment to intellectual freedom.

Libraries are green. Libraries are the ultimate green organizations in the book industry, reusing and sharing books. Socially conscious and activist-driven Gen Z and millennials align with companies and organizations that are eco-friendly and reduce carbon footprints. Want to reduce waste? Use your local library. ◼

METHODOLOGY

This report on Gen Z and millennial library behaviors is informed by two primary datasets, one quantitative and the other qualitative.

The quantitative data comes from a survey of 2075 Gen Z and millennials (aged 13–40) in March 2022. The survey was conducted through Qualtrics, an industry-standard survey software that gathers respondents according to parameters set by the survey designers. The survey was designed to be completed in 15 minutes or less; research shows that completion rates drop after 15 minutes.

Quotas were implemented for race, gender, and region to ensure sample representativeness of this age group in the U.S. population. Gen Z represents 44.3% of the overall sample (919 respondents) and millennials 55.7% of the overall survey sample (1156 respondents).

The report also covers a diverse range of income levels. Of the 68.2% who had a job in the twelve months prior to March 2022, 38.1% reported earning less than $30,000; 28.4% earned $30,000-$49,999; 19.8% earned $50,000–74,999; 13.6% earned $75,000+.

The qualitative data comes from ethnographic research at two branches of Cuyahoga County (OH) Public Library: Garfield and South Euclid. We did extra training and received certification from Portland State's Institutional Review Board to include minors in this study.

We conducted listening sessions with staff at Cuyahoga County Public named in the Acknowledgments. We also talked informally with librarians before and after our 2022 ALA panel[37], and in correspondence with librarians who reached out after our talk.

ACKNOWLEDGMENTS

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    politics/2015/09/03/the-whys-and-hows-of-generations
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3. See Methodology section below.

4. Approximately 400 U.S. public libraries can provide access
    to 1000 Audible "original" titles through the Palace app from
    the Digital Public Library of America [DPLA] Exchange, as
    of May 2023, according to Michael Blackwell, Director of
    the St. Mary's County [Maryland] library. 20,000+ Audible
    titles should be available through Palace by the end of 2024.
    However, Blackwell notes, "none of these titles are avail-
    able through OverDrive (which has about 90% of the library
    market), so it could be argued that in effect many [public]
    libraries will not have access" to Amazon's subscription-only
    content. There are no known licensing arrangements between
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    who had engaged with at least one book, in any format and in
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    Sheet* September 14, 2022.

13. Italie, Hillel, "'Nothing else felt guaranteed anymore so why
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    selfpublish/comments/10kgr3m/is_kindle_vella_dead
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17. See also in this report section 4.1 "Amazon Frames Gen Z and
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    app Radish, new updates make older episodes eligible to be
    read for free. Readers must "wait until the episode you want to
    read has the hourglass symbol next to it, rather than the lock" to
    read. There's a gamified element to reading in these contexts.

19. There are many books and other resources about the attention economy. See, for example, Shoshana Zuboff's *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power* (2019).

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The American Library Association ("ALA") is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, the ALA has been the trusted voice for academic, public, school, government and special libraries, advocating for the profession and the library's role in enhancing learning and ensuring access to information for all. For more information, visit ala.org.

For further information about this publication, contact:

Dr. Kathi Inman Berens, Portland State University, kberens@pdx.edu
Dr. Rachel Noorda, Portland State University, rnoorda@pdx.edu
Alan Inouye, American Library Association, ainouye@alawash.org

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Libraries

Libraries for the future: Europe's new wave of 'meeting places for the mind'

From Ghent's De Krook to Helsinki's Oodi, recent civic constructions have shared a vision of the library as a living room for the modern city

Jon Henley, *Europe correspondent*

🐦 **@jonhenley**
Mon 8 Jan 2024 05.00 GMT

O utside the futuristic glass-and-metal tiers of De Krook, Ghent's city library, stands a statue: four giant, brightly painted figures leaning tightly in towards each other, their heads all but touching – as if telling each other something.

"And that's really what it's about," said service and communications coordinator Els Van Rompay. "This is more than a library, though books are its core. It's also a place to learn, connect, develop, collaborate. Or just to be. A meeting place for our minds."

De Krook is not alone. All also built in the past seven or eight years, Helsinki's Oodi central library, Dokk1 in Denmark's Aarhus, and Deichman Bjørvika in Oslo share much the same vision of the library: in effect a living room for the 21st-century city.

Walk through the front doors of De Krook – named after the bend in the Scheldt river on which it sits, linking the medieval city centre of Belgium's third biggest city with its university quarter – and you join more than 4,000 others who also do so every day.

They range in age from primary school pupils on a class visit to the children's lending library on the lower ground floor, with cosy reading boxes to curl up in and multilingual digital storytelling machines, to pensioners coming for an internet lesson.

"I love it," said Eline, 63. "I come once a week, to read the papers, borrow a book, go to a talk." Luc, recently retired, said the building's uncompromising modernity had been off-putting at first, "but now I like it, a lot. And it's something we have together."

Baris, 20, was revising for his end-of-term university exams at one of the building's 1,000 workspaces. "It's a cool place," he said. "A mix of quiet and busy areas, you can work or hang out." Effie, 43, liked the cakes and the third-floor views of the old town.

Since it opened in March 2017, replacing an array of semi-derelict, mostly industrial buildings, De Krook, designed by a team of Catalan and Belgian architects, has been hailed as a "connection point", a "landmark" and a "cultural catalyst" by critics.

Crucially, however, it was greeted rapturously by locals, Van Rompay said. "We put out a bit of a symbolic call to 'help us move the books' from the old library, and just so many showed up," she said. "The opening weekend, we got 20,000 visitors."

Inside, no two floors are the same. Vast windows, high atria and wide staircases scattered with cushions create a sense of a "city within the city"; a bright cafe-restaurant sits next to an expansive newspaper and magazine reading space.

Downstairs is a "makers' room" with laser cutters, 3D printers, sewing machines and soldering equipment. There's a fully equipped, always-busy student radio studio, and advice centres to help with legal questions and adult education choices.

At the DigiPoint on the second floor, a city hall staffer and a rota of volunteers are on hand to guide – usually more elderly – library users through the digital maze: filling in online forms, booking a dentist's appointment, extending a library loan online.

A language hub offers materials in English, French, Arabic and Turkish, with a focus on learning Dutch: Ghent's 260,000 inhabitants (plus 60,000 students) are increasingly diverse and half the city's younger children do not speak Dutch at home.

Meeting rooms on every floor host lectures, talks and conferences. There have been slam poetry readings on the stairs and piano concerts in the lobby. Membership is free, and comes with unlimited wifi and two hours of computing time a day.

Community involvement is not an empty term, said De Krook's information officer, Bart Vanlerberghe. The library's partners are the city and region, but also Ghent university and Imec, a leading Flemish nano- and digital technology R&D lab.

Both help run a series of innovative projects driven by citizens and facilitated by the library. A programme called Comon aims to devise technological solutions to local people's concrete problems, as identified in public meetings at the library.

The first focus was on "understandable healthcare": citizens brainstormed fixes; students worked on testable prototypes; researchers developed products that worked (such as a smartwatch to measure and record pain). The next will look at mobility.

📷 Bookshelves at De Krook. Photograph: Arterra/Universal Images Group/Getty Images

For all its newfound task as "knowledge navigator and facilitator" in an increasingly complex and connected world, the library's traditional role has also benefited from its new home: library book loans, far from declining, have risen by almost 10%.

"It's kind of like the still centre," said library coordinator Ingrid Verdonck. "A place to breathe, really. As well as to connect." The city's 14 interconnected local libraries share the same vision, said Yves Rousseau in the Ledeberg branch.

"It's really about building a real relationship with our users and communities - finding out what they want, and providing it," he said. One demand was out-of-hours access, which Rousseau's branch should start offering in 2024, using an app and QR code.

Throughout its development and initial opening phase, De Krook's management worked in consultation with the team at one of Europe's new library pioneers, Dokk1 in Aarhus, Denmark's second city, which opened two years earlier, in 2015.
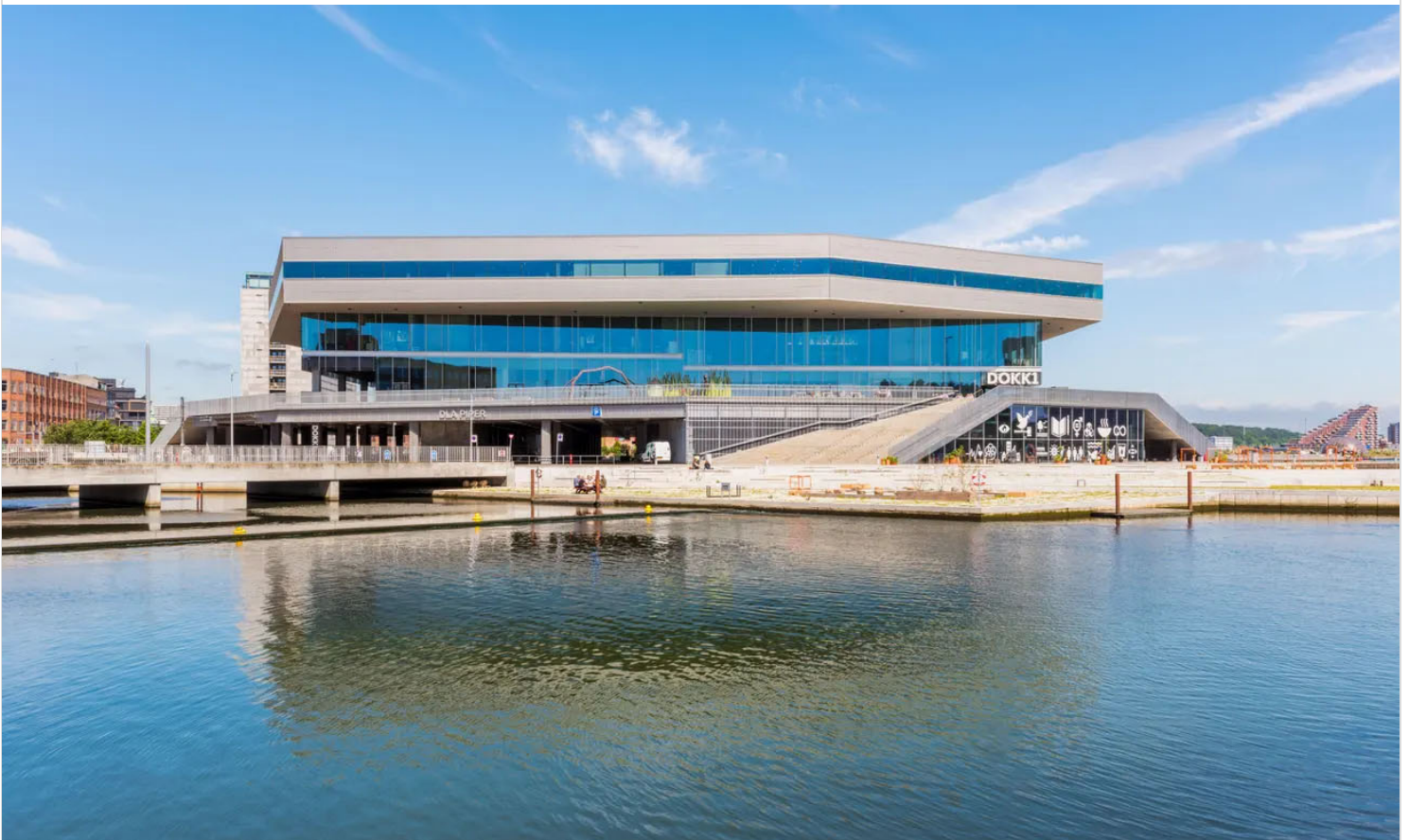
📷 Aarhus's Dokk1 sits on the waterfront of Denmark's second city. Photograph: Allard Schager/Alamy

A similarly award-winning, futuristic and transparent building, Dokk1 - on the port waterfront - is part of a larger complex including a multimedia

centre and the city's citizens' services department, plus northern Europe's largest automated car park.

Drawing more than 1 million users a year, and designed after extensive focus groups with the city's residents, the new library, like De Krook, hosts lectures, conferences and concerts as well as all the activities of a cutting edge, 21st-century library.

Hailed as "an encounter between two fine Danish traditions: the cultural ambition to open up all branches of knowledge to every generation and social class, and a sense of functional and beautiful design," Dokk1 is also home to some startling art.

Hanging above the central staircase is a huge bronze tubular bell that weighs 3 tonnes and is connected to the maternity ward of Aarhus university hospital, where parents can push a button to ring it when their newborn is delivered.
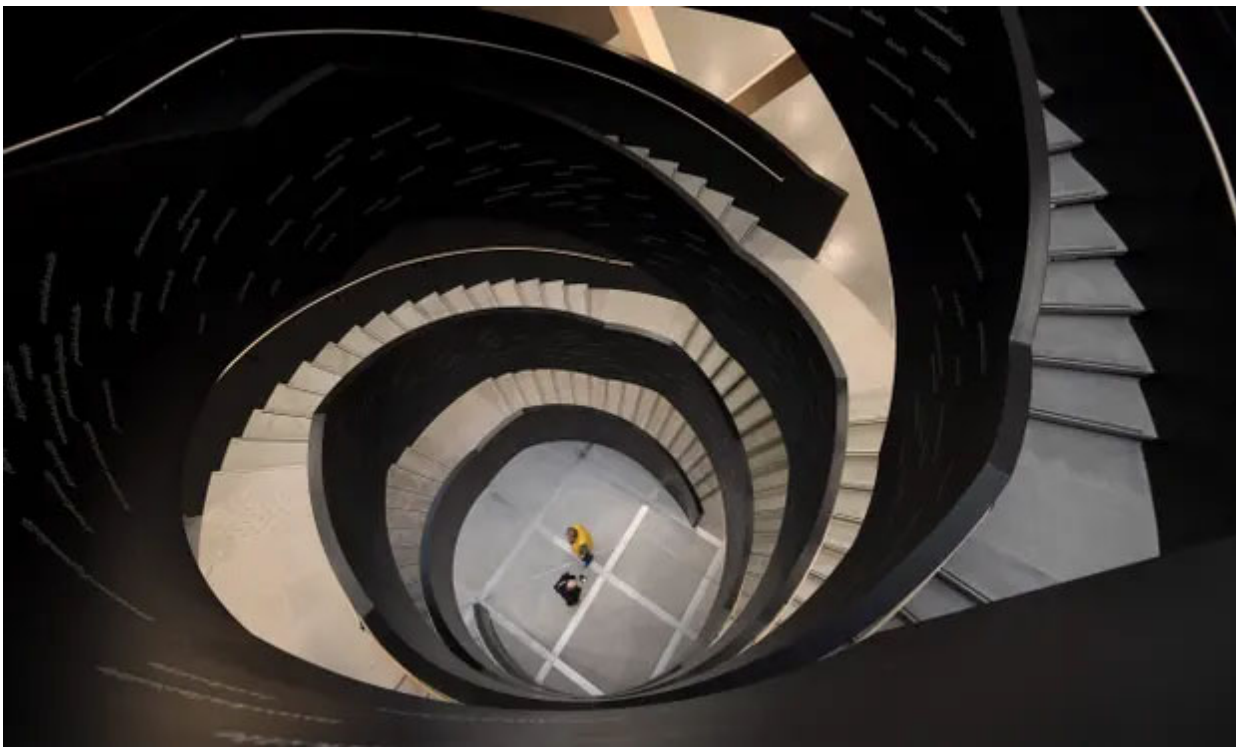
📷 A staircase in Helsinki's Oodi library. Photograph: Markku Ulander/AFP/Getty Images

Helsinki's Oodi ("Ode") opened 18 months after De Krook, at the end of the year in which Finland celebrated the centenary of its December 1917 independence from Russia. The new library hit 1 million visitors in just four months, and is expected to reach 10 million early in 2024.

A spectacular building built clad in 160km of Finnish spruce and featuring living trees on its top floor, Oodi - also home to music and video production studios, a cinema, workshops and a "nerd loft" - aims to welcome everyone.

"Business [people], families with babies, students, homeless people – all fit within the same walls, and we strive to provide suitable services for everyone," said the library's director, Anna-Maria Soininvaara.

Its recipe, she added, was "valuing collaboration, listening to others, increasing your own understanding – and offering something for everyone that's worth leaving the house for."
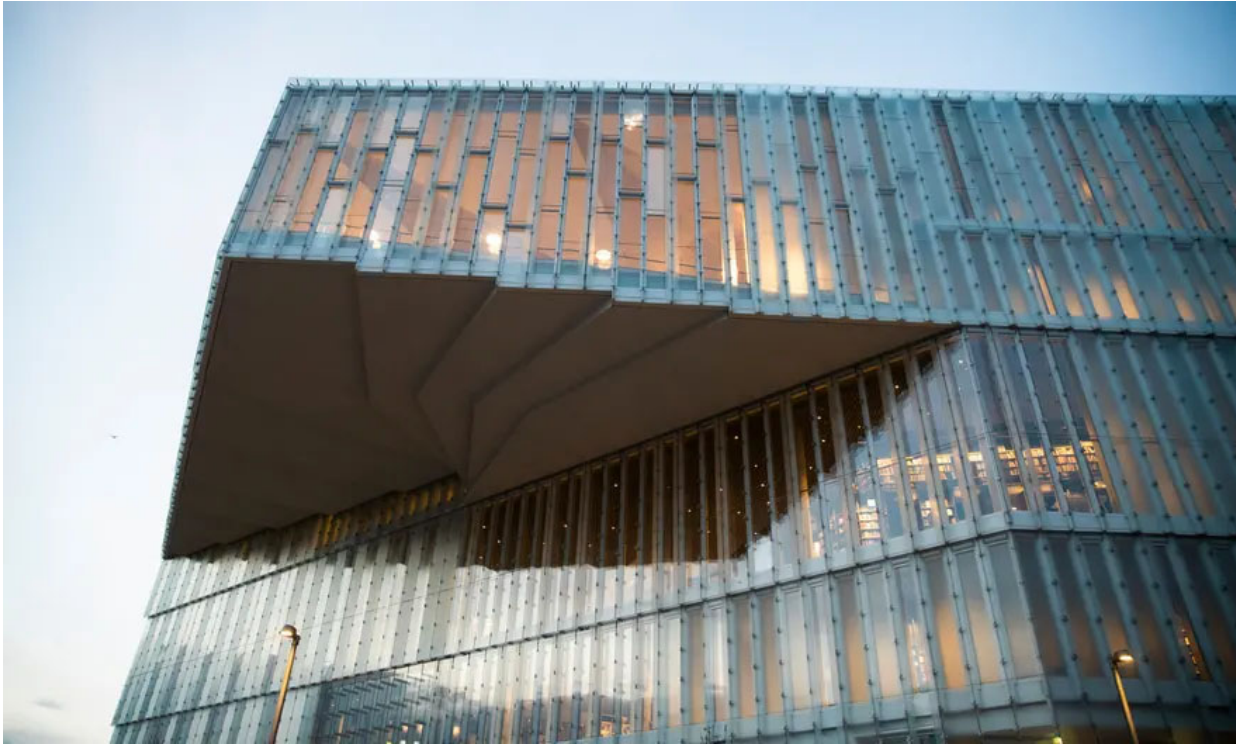
📷 Deichman Bjørvika, the main public library in Oslo. Photograph: Berit Roald/Press Association Images

The latest addition to Europe's growing list of "libraries of the new era" opened in 2020, on Oslo's waterfront near the city's opera house.

The five-storey Deichman Bjørvika library has a cafe, restaurant, media workshops, auditorium, recording studios, a mini cinema, lounges and gaming zones. "Norway's biggest bookshelf," its then director, Knut Skansen, said, "is truly a library for the future."

This article was amended on 8 January 2024. An earlier version said that Helsinki's Oodi library "opened on the centenary of Finland's independence in December 2018". To clarify: its opening on 5 December 2018 came at the very end of the year in which Finland celebrated the centenary of its independence from Russia, declared on 6 December 1917.

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The Government of Canada invests in crime prevention in Ontario

From: Public Safety Canada

News release

Barrie, Ontario – Today, the Honourable Dominic LeBlanc, Minister of Public Safety, Democratic Institutions and Intergovernmental Affairs, announced a federal investment of more than $6.8 million to prevent gun crime and gang violence in Barrie, Orillia, South Simcoe-Innisfil, Timmins and Brantford.

This investment will help address the root causes of crime by supporting community-led projects for young people involved in gangs or at risk of joining them – helping them set themselves up for success in life.

Investing in crime prevention is part of the Government of Canada's plan to keep Canadians safe.

We are also securing our borders and fighting gun smuggling. To that end, we have invested nearly a half billion dollars and further strengthened our cooperation with the United States.

As well, we banned over 1,500 models of assault-style firearms and implemented a freeze on the sale, purchase and transfer of handguns.

The Government of Canada will continue to put in place robust measures to keep Canadians safe.

Quotes

"Our government is committed to keeping our communities safe. Investments in grassroots efforts are key to giving at-risk youth opportunities to chart a hopeful path in life. By bringing everyone around the table, we can create safer neighbourhoods and give every Canadian a chance at succeeding, in Ontario and across the country."

- The Honourable Dominic LeBlanc, Minister of Public Safety, Democratic Institutions and Intergovernmental Affairs

"We would like to thank the Federal Government for awarding the City of Orillia with funding through the Building Safer Communities Fund. These funds will allow us to create programs and initiatives that will positively impact youth throughout our community. Through our Youth Centre, and with our community partners, this funding will help us focus on preventative programs for our most vulnerable youth, creating community programs, recreational opportunities, and engaging collaborative support services in Orillia. Through innovative programming and new opportunities for our young people, we can build positive pathways and help to eliminate negative engagements and barriers for our youth."

- Mayor Don McIsaac, City of Orillia

"This funding helps us take a significant step forward in keeping our growing community safe while addressing the underlying root causes of crime and violence. Our approach focuses on prevention initiatives that support children, youth and families with the services and skills they need to thrive. Our goal is to create more welcoming spaces to gather and connect, strengthen relationships among community members, and increase people's access to support, resources and education."

- Mayor Lynn Dollin, City of South Simcoe/Innisfil

"The City of Barrie extends sincere appreciation to the Federal government for their invaluable funding for initiatives aimed at enhancing the lives of young individuals involved in gangs or at risk of joining them. We recognize the profound impact this financial support will have on fostering community safety in Barrie. By strategically addressing the root causes of youth involvement in crime, this funding becomes a crucial catalyst for the City and our community partners to elevate overall safety and well-being. These initiatives are designed to empower our youth, offering educational support for success in school, providing avenues to acquire essential workplace skills that amplify employment opportunities, and encouraging the creation of robust social networks that instill a profound sense of belonging within our community."

- Mayor Alex Nuttall, City of Barrie

"This support from the Government of Canada will help the City and our partners improve the well-being, resiliency, and success of Timmins' youth and young adults. Through the Community Safety and Well-Being Plan, the City is committed to building opportunities for youth participation and engagement. With this funding, we can support several community-based programs that are focused on improving safety and addressing social determinants of health, specific to youth in Timmins."

- Mayor Michelle Boileau, City of Timmins

"This funding marks a pivotal step in enhancing access to proven programs, fostering mental wellness, nurturing healthy relationships, providing cultural foundations, and promoting academic excellence for local youth. Collaborating with Public Safety Canada, Wilfrid Laurier University, Brantford Police Services, and other community partners, this funding will be invested to address the core issues influencing youth involvement in crime. Together, we're developing programs to support young minds, shaping a safer, brighter future for our community."

- Mayor Kevin Davis, City of Brantford

Quick facts

- The Government of Canada's investment comes from the Building Safer Communities Fund (BSCF). Public Safety Canada is finalizing agreements with municipalities and communities that have been identified through evidence-based criteria and meet the program requirements.

- The following cities will receive an investment of over $6.8 million from BSCF:

  - Barrie – $2,000,427
  - Orillia – $867,825
  - South Simcoe-Innisfil – $962,692
  - Timmins – $889,911
  - Brantford – $2,107,022

- The BSCF builds on the success of the Initiative to Take Action Against Gun and Gang Violence – a five-year, $356.1 million investment announced in 2018. This includes the Gun and Gang Violence Action Fund, which brings together federal, provincial and territorial supports to tackle the increase in gun-related violence and gang activity in Canada, with over $214 million in funding provided to provinces and territories over five years.

- In 2023, the Government of Canada announced an extension and expansion of the program, with $390 million over five years through the Gun and Gang Violence Action Fund to provinces and territories for a variety of initiatives, including support for law enforcement and prevention programs.

Associated links

- A comprehensive strategy to address gun violence and strengthen gun laws in Canada: Bill C-21, An Act to amend certain Acts and to make certain consequential amendments (firearms)

- Legislation to reduce gun violence receives Royal Assent

- Gun and Gang Violence

- Firearms

- [Homicide in Canada, 2022](#)

- [Youth Gang Prevention Fund](#)

Contacts

Jean-Sébastien Comeau

Press Secretary and Senior Communications Advisor

Office of the Honourable Dominic LeBlanc

Minister of Public Safety, Democratic Institutions and Intergovernmental Affairs

343-574-8116

Jean-Sebastien.Comeau@iga-aig.gc.ca

Media Relations

Public Safety Canada

613-991-0657

media@ps-sp.gc.ca

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DEC 2023 CEO REPORT

INNISFIL
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& Library

> **Speak UP** for diversity & inclusion

COMMUNITY SETTLEMENT STRATEGY
County of Simcoe Launches New Strategy

Library Staff attended the launch of the 2023 Community Settlement Strategy. Developed by the County's Local Immigration Partnership, the new settlement strategy looks at the positive benefits caused by an emerging change to local immigration over the past decade, including the welcoming of Ukrainian and Afghan refugees to Simcoe County. Building on previous successes, the strategy sets goals and actions to guide local immigration initiatives until 2033. The immigrant population is growing in Simcoe County. Between 2016 and 2021, the foreign-born population of permanent residents increased by 33.6 percent in Simcoe County, with even higher growth in Innisfil at 47.3%. Libraries are critical partners in creating welcoming and thriving communities and have an important role in supporting the success of this strategy. Read the full strategy to learn more.

Libraries can support the following goals:
- Increase access to local human and social service delivery
- Increase use of interpretation and translation supports in mainstream service delivery
- Increase multicultural celebrations
- Introduce immigrants and international students to local communities
- Connect immigrants and international students to volunteer opportunities

Bhangra Dancers entertained at the event. Photo Credit: CTV Barrie

Open **UP** opportunities to strengthen connection & engagement with our community

EVERY KID GETS A CARD

Kindergarten Outreach

The Children's Programming team continued its visits to kindergarten classrooms in Innisfil elementary schools in December. Seventeen classes were visited and Staff shared library resources with 380 kindergarten students. While most schools in Innisfil have three to four kindergarten classrooms, we were able to visit all seven of the Alcona Glen Elementary School kindergarten classrooms in one day.

These visits focus on teaching children how to borrow and take care of library materials and help families register for library cards. They also highlight the differences between the students' school libraries and the Innisfil ideaLAB & Library by sharing activities and resources that families have access to in Innisfil, especially over the holiday break. During these visits, Staff frequently answer questions about the *Library of Things* offerings (like robots and the new Yoto Players), when children can come visit the library, and how many items they are allowed to take out.

GROWTH IN SENIORS OUTREACH

New Horizons for Seniors

Supported by the New Horizons for Seniors Grant, we brought our final *Matinee Movie Monday* of the year to Sandycove Acres, where we screened a holiday movie through *Kanopy*. These events have provided opportunities for increasing social connections for Innisfil seniors, as well as introducing community members to streaming technology and free tools available with a Library membership. *Kanopy* is an on-demand streaming video platform for public and academic libraries that offers films, TV shows, educational videos and documentaries.

Over the course of the past year our outreach efforts to senior communities expanded, in part, due to funds provided by the New Horizons for Seniors grant. As a result, we were able to engage with 725 community members through regular visits to Sandycove, Lakeside Retirement, and the YMCA Silver Club, as well as participate in special events, such as the Sandycove Health & Wellness fair.

> **Build UP** our reputation as a trusted community asset

CONNECTING LOCAL ENTREPRENEURS

Innisfil Business Support Showcase

The Innisfil Business Support Showcase led by the Town of Innisfil's Economic Development Team was hosted at the Lakeshore Branch in early December. This event served as a platform for entrepreneurs and business owners to connect and to learn about the diverse resources available in Innisfil, including the Library. Attendees had the opportunity to meet support partners aiding in topics such as funding, mentoring, training, and more. Two value-packed panels shared insights and tips for entrepreneurs. The networking sessions allowed for connections among local entrepreneurs and provided a forum to share challenges, successes, and insights. Library Staff were present to discuss the unique offerings for entrepreneurs and business owners within our space, introducing many to the HackLAB and Digital MediaLAB, as well as the pods and workspaces available to them. Many were unaware of the ways in which the Library can support them. The newfound awareness will further assist in the growth of the entrepreneurial landscape in our community.

BUILDING TECHNOLOGICAL CONFIDENCE
Tech Help

There has been a dramatic increase in demand for *Tech Help* sessions over the past 3 months. Library Staff continue to offer 30 minute, one-on-one sessions for community members who have technology questions, problems with their device, or simply need an introduction to using a new device. Over the last few months, community members have registered for over 85% of the available *Tech Help* appointments, with 39 people on waitlists. In response to the growing demand, Library Staff offered additional appointments throughout the last several months to ensure that those on waitlists were promptly assisted with their technology needs.

Staff have assisted customers with technology topics such as setting up smartphones, regaining access to social media accounts, downloading eBooks to eReaders, navigating email accounts, and using Mac computers. Participants have been very grateful for the opportunity to ask their questions and expressed that they felt more comfortable using their technology after completing sessions with Staff. One program participant shared, "My children do not always have the time to teach me about technology so I rely on the Library to advance my learning." Through sessions with Staff, this participant was able to learn about her new phone, allowing her to communicate with her grandchildren as well as other family members living internationally.

It is evident that community members need a supportive environment where they can advance their digital literacy learning in order to benefit various aspects of their lives. Looking ahead to the New Year, Library Staff will be offering a larger number of *Tech Help* sessions to meet the growing need for technology assistance in our community. These *Tech Help* sessions will be offered at every Library branch.

> **Raise UP** the Library's identity as an innovative hub

MORE OPPORTUNITITES TO MAKE & CREATE
HackLAB Drop-In Programming

During the month of December, Library Staff offered drop-in HackLAB programming at the Lakeshore Branch of the Library. The aim of this program was to encourage users who were new to the space to explore the possibilities of the HackLAB and learn about the various pieces of equipment contained in the space. For the first drop-in, participants created their own sublimation holiday ornaments using sublimation paper, markers and ornaments. Each participant was able to select a holiday or winter themed image and used markers to colour it and then press it onto a circular ornament. This activity was completed by participants of all ages, with many commenting how much they enjoyed it and asking how they could further participate in the HackLAB. The second drop-in introduced Library users to another new piece of technology, the Cricut vinyl cutter. Using heat transfer vinyl, fabric markers and small drawstring bags, participants were able to create a custom bag to hold an ornament or small gift. This activity was a success with the community, and drew in a significant number of teens to participate in the creation process. One teen commented: "I wasn't sure what to get my mom but this will be a perfect gift! Can I come back tomorrow to make something else?"

In total 95 people participated in HackLAB drop-in programming. Library Staff plan to continue to offer these pop-up experiences to the local community to help promote the HackLAB, Tinkershops, and help customers learn build technological confidence and access new tools for creation at no or low cost.

STAFF AND PARTNER CELEBRATIONS

Town of Innisfil Family Holiday Party

The Lakeshore Branch was the host of yet another memorable Town of Innisfil Family Holiday Party. This event is a collaboration with partners at the Town of Innisfil for Town and Library Staff and their families. A variety of activities engaged participants and emphasized the tools and experiences available at the Library. Highlights included holiday green screen photos, ornament making in the HackLAB, a LEGO challenge and a cozy holiday reading nook. The highlight for the children was undoubtedly the visit from Santa Claus, sparking excitement and joy among the young attendees. The Library was transformed into a hub of festive exploration.

Creating ornaments in the HackLAB is one of the most popular activities at this event.

Light **UP** pathways to personal & professional growth

STAYCATION CELEBRATION
Special Programs Remain Popular over Winter Break

During the winter break, a selection of special programs were offered for families looking for activities to fill the time while children were out of school. All of the offered programs filled quickly and had waitlists, demonstrating how essential the Library is to the community. *Blast Off,* a space themed program for children aged 4-10, explored space through crafts, stories, an iPad app, and a sensory activity. *Mini Manifesters* allowed young people to set the tone for the New Year with a space for meaningful conversations. Participants designed mood boards and vision boards with affirmations, uplifting illustrations, quotes, and goals for the year ahead. One child prepared a board about being the best athlete possible and not letting others dictate what your success looks like and talked about how women in sports often have to work extra hard to gain respect or feel successful. Participants were proud of their creations and set powerful goals for themselves. *Crafts are Snow Much Fun* offered a variety of winter-themed crafts for children aged 4-12 years-old and more than half of the participants stayed after the program to continue crafting. Caregivers expressed to Staff how much they appreciated all the activities at the Library over the holiday break, and were so thankful they could take home copies of the craft instructions. In addition to these crafts, craft kits were also distributed in the children's area in between programs and families could either craft at the Library during their visit or take the craft supplies home.
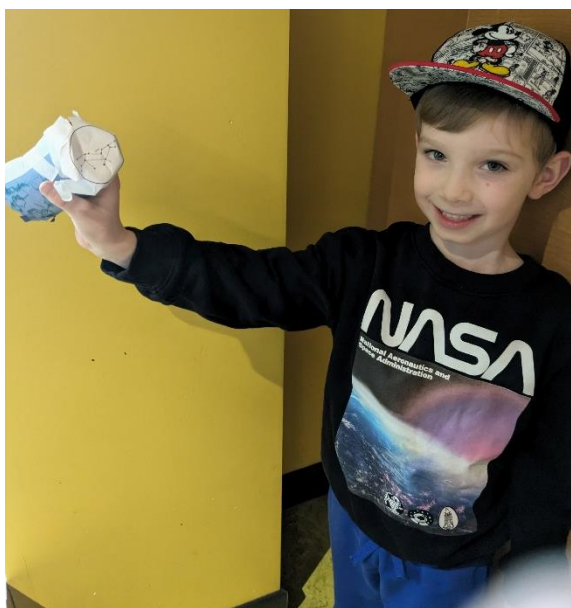
Young space enthusiasts created constellation projectors in Blast Off!

Countdown Fun at Noon Year's Eve

One of the most popular Children's programs has been *Noon Year's Eve*, a New Year's storytime celebration perfect for young children who will likely not be awake at midnight. A group of 80 participants can be difficult to keep focused, but during this storytime, adults helped with sing-alongs and children were delighted by the stories and songs, making it a welcoming, exciting, engaging program for all. As always, the countdown and balloon drop was the highlight of the morning, and many families remained to play long after the program concluded.

TEEN VOLUNTEERISM

Teen Book and Movie Reviews

Between September and December 2023, the Library received 46 book and movie reviews written by high school students working to earn their 40 hours of Community Service for graduation. The reviews cover a wide variety of genres, from classics like *Lord of the Rings* and *Little Women* to movies like *Little Mermaid*, *Guardians of the Galaxy*, and *Good Will Hunting*. Bestselling YA titles, such as *Shatter Me*, *The Maze Runner*, and *Hunger Games* continue to be the subject of review, and Stephen King's *It* became one of the most reviewed books, with four reviews submitted within the last year. This program benefits students who have limited availability for in-person volunteering or students who are looking for alternative volunteer opportunities. Staff will be updating some of the parameters of the program in 2024 to determine ways to more effectively deter the use of Artificial Intelligence and continue to encourage participants to share their own opinions and own voice in their writing.

INCREASING COMMUNITY CONNECTIONS
Sociable Seniors Remain Active and Engaged

This month the *Sociable Seniors* program brought seniors together to paint watercolours, make gift tags, and have a fascinator making tea party. In the watercolour painting session, the participants were quite creative and colourful in approaching the subject matter. We are always pleasantly surprised at how creative our participants are, and how willing they are to try new techniques.

One participant said she is not artistic and that she just comes 'for the socializing', which points towards what makes this program a success: in 2023 over 180 participants took part in *Sociable Seniors*. Looking more broadly at our socialization-focused programs for adults and seniors, our community programs supported 554 participants.

Participants regularly cite conversation, connection and new skills as reasons to continue to attend.

APPENDIX A:

Level UP! Communications Insights

Media Outreach & Social Media Response

DATE PUBLISHED	NEWS OUTLET	TITLE
Dec. 3, 2023	Innisfil Today	Innisfil volunteer fair promotes the spirit of giving back
Dec. 5, 2023	Innisfil Today	Good Morning, Innisfil
Dec. 6, 2023	Innisfil Today	Good Morning, Innisfil
Dec. 8, 2023	Bradford Today	Four events you need to check out in South Simcoe this weekend
Dec. 14, 2023	Innisfil Today	Scrooge the Ticket earns $4K for food bank, community fridges
Dec. 20, 2023	Barrie 360 Milton Now	Innisfil Powers Up With New Electric Vehicle Charging Stations
Dec. 20, 2023	Innisfil Today	Ice to see you: Innisfil's Town Square skating trail reopens
Dec. 21, 2023	Simcoe.com	Innisfil adds electric-vehicle charging stations at 5 locations
Dec. 21, 2023	Innisfil Today	Community fridges get 'generous' donations from Foodland, Sobeys
Dec. 21, 2023	Global News	What's open, closed for the Barrie and Simcoe County regions around Christmas day

7a.01.01 *CEO's Report for December 2023*

Dec. 29, 2023	Innisfil Today	[Welcome in 2024 a little early at library's Noon Year's Eve](#)
Dec. 29, 2023	Bradford Today	[Four events you have to check out in South Simcoe this weekend](#)
Dec. 29, 2023	Innisfil Today	[Top of the charts: What Innisfil read on our website in 2023](#)

Facebook Insights (December 1 to 31, 2023)

FOLLOWERS	# OF POSTS	TOTAL ENGAGEMENT	TOTAL IMPRESSIONS
3,764 (Followers) 3,220 Page Likes	41 during this period	600 engagements (499 reactions, 46 shares, 55 comments)	Posts earned 12.4K impressions over this period (number of times our posts have entered a person's screen)

Top Organic Post (based on reach):
Date Dec. 7, 2024 2.7K Reach

Innisfil Idealab & Library
Published by Hootsuite · December 7, 2023 at 1:02 PM · 🌐

Interested in joining our Library team? We're currently hiring two Part-Time Library Programmers!

We are looking for a Programmer for Youth Services, and a Programmer to join our Creative Making & Discovery team in our HackLAB.

Application deadline: December 12, 2023
Apply today: innisfilidealab.ca/employment-volunteering/

X (Twitter) Insights (December 1 to 31, 2023)

FOLLOWERS	# OF TWEETS	TOTAL ENGAGEMENT	TWEET IMPRESSIONS
1,525	33 during this period	33 engagements (27 likes, 4 retweets, 1 quote tweets, 1 reply)	3K impressions over this period (number of times users saw our tweets)

Top Organic Post (based on reach):
Top Tweet earned 64 impressions

Innisfil ideaLAB & Library @InnisfilideaLAB
Here's our final top 5 books from 2023 chosen by our staff. We want to know what your top 5 reads of this year were!

Stay tuned as our staff shares their top 5 most anticipated reads of 2024!
pic.twitter.com/ijILmQGGIJ

Instagram Insights (December 1 to 31, 2023)

FOLLOWERS	# OF POSTS	TOTAL LIKES & REACH	TOTAL COMMENTS
2,120	46 during this period	1,882 accounts reached. 1,011 likes.	21 comments in total on content posted during this period

Top Post (based on engagement): December 7, 2024 807Reach
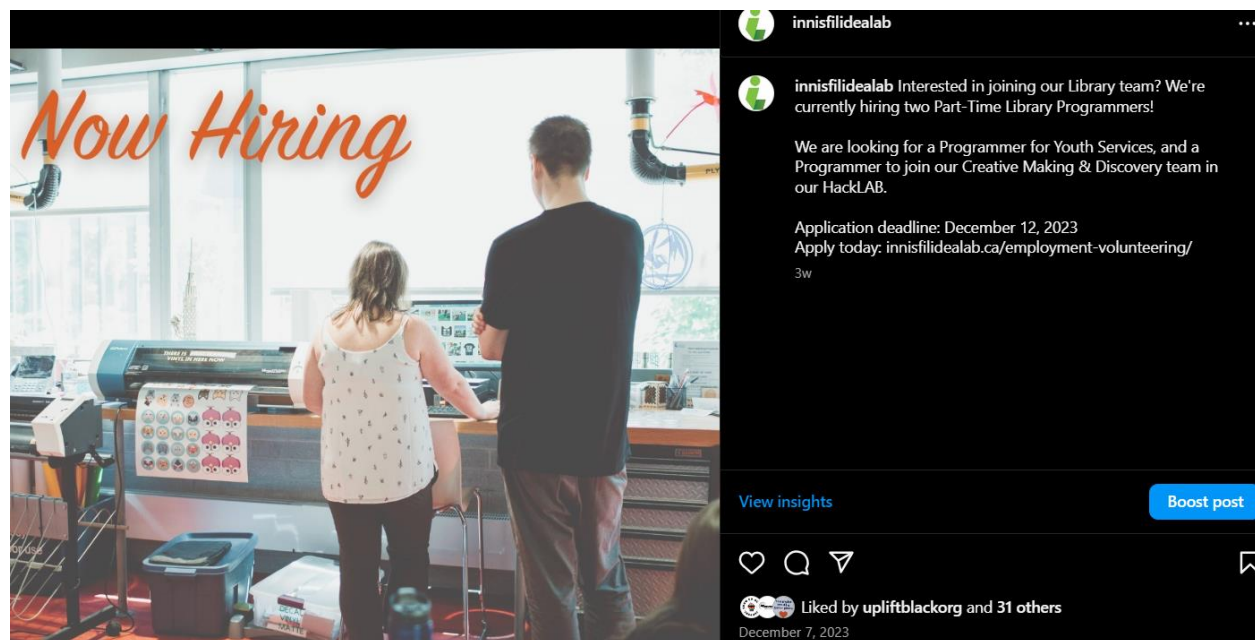
Top Reel (based on engagement): December 15, 2024 639 Reach

innisfilidealab
Michael Bublé • It's a Beautiful Day

innisfilidealab @michaelbuble had a tour of our Library and you should too! Feel the joy and magic at the #library this holiday season ✨

2w

View insights   **Boost post**

♡ ○ ▽   ⚲

Liked by **experiencesimcoecounty** and **52 others**
December 15, 2023

Add a comment...   Post

Municipal Council Report

December 13, 2023 Council Meeting
- [Watch the meeting](#).
- South Simcoe Police Services Board delivered their [2024 Budget Presentation](#)
- The Economic Development team presented the [Economic Development Strategic Plan](#)
  - [DSR-172-23 Proposed Economic Development Strategic Plan](#)
- Council received an update to the [2024 Operating and Capital Budgets](#).
  - The 2024 Operating Budget with a revised total tax levy requirement of $63,349,731 and an estimated blended impact of $237.62 or 4.95% increase to the average residential property tax bill was recommended to the Mayor for consideration in the proposed budget
- Updates were made to the [zoning by-law governing refreshment trailers](#) (food trucks) in Innisfil to increase the limit of 10 vendors to 25.
- There was discussion related to the allocation of the Ontario Community Infrastructure Funding to Town owned assets based on a request from InnServices for an allocation of funds to prioritize sustainable infrastructure projects. The allocation would reduce funding for roads improvement, resulting in potential tax rate impacts. A motion was introduced by Councillor Waters to direct some of the funds to InnServices. Ultimately funding was directed by Council to continue to be allocated to Town owned assets.

December 20, 2023 Special Council Meeting
- The Special Council meeting considered a Flood Mitigation measures presentation, zoning by-law amendments and a planning, engineering and building fee review.
- [Watch the meeting](#).

News from the Community
- [Innisfil volunteer fair promotes the spirit of giving back - Innisfil News](#)
- [South Simcoe Police to host annual 'Weekend of Giving' - Innisfil News](#)
- [Innisfil building $5M park in accessibility advocate's honour - Innisfil News](#)
- [Scrooge the Ticket earns $4K for food bank, community fridges - Innisfil News](#)
- [MZO for proposed Innisfil seniors complex under provincial review - Innisfil News](#)
- [LETTER: Interview with mayor opens eyes of local student - Innisfil News](#)
- [Innisfil council set to pass 'responsible' 4.95% property tax hike - Innisfil News](#)
- [Couple's $10M pledge helps launch 'new era of cancer care' at RVH - Innisfil News](#)
- [New GrandPals program looks to bridge generation gap - Innisfil News](#)
- [County mentorship program to support Innisfil businesses - Innisfil News](#)
- [InnServices strikes out on 'critical' funding request to town - Innisfil News](#)
- [Community fridges get 'generous' donations from Foodland, Sobeys - Innisfil News](#)
- [Mayor 'grateful' for how quickly Innisfil councillors meshed - Innisfil News](#)
- [Our key issue of 2023 for Innisfil? The town's main road - Innisfil News](#)
- [Order up: Innisfil's Eggsmart donates meals to those in need - Innisfil News](#)
- [Year In Review: Innisfil Mayor Lynn Dollin](#)
- [Innisfil's Christmas for Kids charity sees record high numbers | CTV News](#)

Municipal Council Report

News from the County:

- [How age-friendly is Simcoe County?](#)
- [Helping older adults feel less lonely this holiday season](#)
- [Alliston library's crucial support for homeless spurs conversation on Child-Friendly Environment | CTV News](#)
- [LETTER: MPP lauds province's Lake Simcoe protection plan - Innisfil News](#)

News from the Province

- [Housing minister gets mixed bag from mayors impacted by official plan flip-flop - Innisfil News](#)
- [Ford government cancelling Peel dissolution, municipal audits — MZOs may be next - Innisfil News](#)
- [Ontario Taking Action to Support Municipal Partners in Building More Homes and Protecting Taxpayers | Ontario Newsroom](#)
- [Combine the library and museum? Councillor thinks it's worth a debate | Cornwall Standard-Freeholder](#)
- [Ford government proposes to revoke eight MZOs, 'monitor' 14 more - Innisfil News](#)
- [Ontario government needs to determine Barrie's land needs - Innisfil News](#)

JHSC Meeting Agenda

MEETING DATE:	Thursday, December 14, 2023	
TIME:	1:00PM	
LOCATION:	Ops Meeting Room 2 and Teams	
CO-CHAIRs:	Management Co-Chair – Eric Chudzinski	
	Worker Co-Chair (Acting) – Jennifer Sheremeto	
MINUTES:	Jennifer Miyasaki	
ATTENDANCE	Eric Chudzinski, Elishia LaRose, Nick Ayres, Jennifer Miyasaki, Jennifer Sheremeto, Paul Tomaszewski, Sierra Warren	
REGRETS	Kristi Prentice, Ken Schuyler	

Item	Agenda Item	Lead	Item Details	ACTION & NOTES
1.	Call Meeting to Order	Chair	- Time – opened	- Meeting started at 1:09 p.m.
2.	Approval of Previous Minutes	Chair	2023.11.16 JHSC Meeting Agenda Minutes Draft.docx (Desktop, Web, Mobile)	- Jen M. motioned to approve the minutes of the previous meeting. - Seconded by Elishia L. - All in favour; **Motion Carried**.
3.	JHSC members	Chair	2023.11.13 JHSC Members November 2023 (Desktop, Mobile, Classic Web)	- After next week, everyone will be certified members
4.	Workplace Inspections WHIMIS LOTO	Chair	Roundtable discussions	**Jennifer M** – All facilities inspected; no deficiencies noted; all open deficiencies are now closed **Nick** – IBP minor housekeeping; no deficiencies; Stroud arena – no safety on Zamboni door **Paul** – Fleet completed; IRC will be done closer to end of month; will check on open deficiencies; washer/dryer issue – need to determine if the venting is legal/to code. **ACTION: EC will follow up with CDSB/Fire** **Jen S. –** Ec Dev and Town Square inspected with no issues; Rizzardo – ladders not stored properly **Kristi –** Absent; Inspections not completed yet this month

| | | | | Sierra - Churchill Community Centre needed the front entrance salted; sign bay in ops - sign sticking out of the ground; office – ladder against glass window – should be stored properly

Elishia – Salt dome – oils and oxygen tanks were improperly stored; has been rectified since; Lefroy Arena – compressor room doesn't have storage, some items (oil pails) are being improperly stored; need to determine better solution; a worker brought up an issue – steel pads near Zamboni entrance – gets icy and could be a slip hazard; need to determine solution (i.e change the mats, a heater to keep from icing, etc.)

Eric – All inspections were completed on time last month |
|---|---|---|---|---|
| 5. | SOP's Corporate Policies | Chair | Any updates for discussion? | - No new updates at this time
- Respectful Workplace, Harassment & Violence Prevention Policy was rolled out – post to boards
- Will ensure JHSC members are included during relevant SOP reviews |
| 6. | Workplace Incidents & Accidents | Chair | Report on accidents since last meeting accidents (November 2023) | 2023.12 Monthly Incident Summary R

- 1 equipment incident
- 1 near miss
- 2 injury (no first aid)
- Eric provided further context on the summary report of incidents |
| 7. | Budget & Training | Chair | 1. Budget (status update)

2. Member Certifications | - Budget on track

- All members will be certified by next week |
| 8. | JHSC Other Business | All Members | 1. 2024 JHSC Proposed Meeting Schedule
2. Worker Co-Chair Vote

3. Review 2024 Inspection Schedule | 1.12.14.2023 JHSC 2024 meeting schedule.docx (Desktop, Web, Mobile)

2.Annual vote for Worker Co-Chair (only certified members are eligible)
Jen S. was nominated by Elishia L. Seconded by Jen M. no other nominations were received; all in favor, none opposed - Jen S. was acclaimed the Worker Member Co-Chair

3. 2024 JHSC Meeting & Workplace Inspection Schedule.xlsx (Desktop, Web, Mobile) |
| 9. | ACTION ITEMS Follow up | Chair | Review of Action items from November 16, 2023 meeting minutes. | **ACTION –** all inspectors are to take a closer look at the inspection questions that should be removed from their inspection location and let Eric know. <mark>– Complete – Action can be closed</mark>

ACTION – incorporate the mysds.ca into workplace inspections. Further review with Facilities the opportunity |

				to roll-out MySDS Town-wide, for all staff to have access. <mark>– Complete – Action can be closed</mark>
				ACTION – coordinate Compressor Room Training for committee members in the coming month.<mark> - In progress – Action remains open</mark>
				ACTION – for buildings with MySDS.ca implemented, inspectors to audit 2-3 chemicals to ensure SDS is in the system/binder. There will be a question added to MOAR for this. <mark>– In progress – Action remains open</mark>
				ACTION – members to start thinking about new safety Slogan and Theme for 2024. Perhaps for 2024 we commit to another event around the National Day of Mourning (e.g. speaker). Everyone to brainstorm ideas and we will produce a plan for 2024. <mark>- In progress – Action remains open</mark>
10.	Close Meeting	Chair	Enter the time of the meeting closed.	The meeting closed at 2:39 p.m.

INNISFIL PUBLIC LIBRARY STAFF REPORT

STAFF REPORT NO.	**LIB-01-2024**
DATE:	**January 15, 2024**
TO:	**Innisfil Public Library Board**
FROM:	**Erin Scuccimarri, CEO**
SUBJECT:	**Statutory Holidays 2024 and New Year's Day 2025**

_____

RECOMMENDATION:
THAT the recommended hours of operation for the 2024 Statutory Holidays, and New Year's Day of 2025 be approved as presented.

BACKGROUND:
Each year, early in the New Year and in conjunction with the Town's schedule, as much as possible, the Board decides on the management of Statutory Holidays.

When a statutory holiday falls on a Monday, past practice has been to operate usual business hours at the Lakeshore Branch and to close the Cookstown and Stroud branches on the Saturday prior to the holiday. Closing the two branches enables most staff who typically work on Saturdays an alternate day off.

Although the Library Branches are not open on a Monday, some Library staff work Mondays to carry out various Library operations. Therefore, Monday's will be included in the recommended schedule of closures.

When Christmas Eve and New Year's Eve fall on a day when the Library is scheduled to be open, the Library branches will all close early. Past practice has been to close at 1:00 p.m. on Christmas Eve and 5:00 p.m. on New Year's Eve.

ANALYSIS/CONSIDERATION:
The following chart outlines a proposed list of closures for all branches to accommodate the Statutory Holidays to be observed in 2024 and for New Year's Day of 2025:

Holiday	Official Date	Hours/Closures
Family Day	Monday, February 19, 2024	Open Saturday, February 17, 2024 at Lakeshore Branch only. No library operations on Monday, February 19, 2024.

Good Friday	Friday, March 29, 2024	All branches closed Friday, March 29, 2024.
Easter Monday	Monday, April 1, 2024	Open Saturday, March 30, 2024 at Lakeshore Branch only. No Library operations on Monday, April 1, 2024.
Victoria Day	Monday, May 20, 2024	Open Saturday, May 18, 2024 at Lakeshore Branch only. No Library operations on Monday, April 1, 2024.
Canada Day	Monday, July 1, 2024	No Library operations on Monday, July 1, 2024.
Civic Holiday	Monday, August 5, 2024	Open Saturday, August 3, 2024 at Lakeshore Branch only. No Library operations on Monday, August 5, 2024.
Labour Day	Monday, September 2, 2024	Open Saturday, August 31, 2024 at Lakeshore Branch only. No Library operations on Monday, September 2, 2024.
Thanksgiving Day	Monday, October 14, 2024	Open Saturday, October 12, 2024 at Lakeshore Branch only. No Library operations on Monday, October 14, 2024.
Christmas Eve	Tuesday, December 24, 2024	All branches will close at 1:00 p.m.
Christmas Day	Wednesday, December 25, 2024	All branches closed on Wednesday, December 25, 2024.
Boxing Day	Thursday, December 26, 2024	All branches closed on Thursday, December 26, 2024.
New Year's Eve	Tuesday, December 31, 2024	All branches will close at 5:00 p.m.
New Year's Day	Wednesday, January 1, 2025	All branches closed on Wednesday, January 1, 2025.

OPTIONS/ALTERNATIVES:
1. The Board could recommend changes to the proposed hours of operation for the 2024 Statutory Holidays, and New Year's Day (2025).

FINANCIAL CONSIDERATIONS:
The costs for the proposed schedule are managed within the Library's operating budget.

CONCLUSION:
The closures recommended for 2024 and New Year's Day 2025 if approved by the Board would result in minimal disruptions to library service.

Innisfil Public Library Board

Multi-Year Accessibility Plan Edition #3 – 2022-2026

2023 Annual Status/Progress Review Report

The *Accessibility for Ontarians with Disabilities Act (AODA) 2005* imposes a legal duty on organizations to achieve accessibility. The *Act* provides the framework for the development of provincial regulations in accessibility. Effective July 1st, 2016, *Ontario Regulation 429/07 -Accessibility Standards for Customer Service,* and *Ontario Regulation 191/11 - Integrated Accessibility Standards (Information and Communication, Employment, Transportation and Design of Public Spaces),* were consolidated into a single *Integrated Accessibility Standards Regulation* through amendments contained in *Ontario Regulation 165/16.* The Innisfil Public Library Board meets the obligations set out in the *Act* and the accompanying regulations, in partnership with the Town of Innisfil, as a large public sector employer.

The Innisfil Public Library Board establishes and implements practices and procedures that respect the dignity and independence of persons with disabilities. The Board is committed to ensuring that each employee, volunteer and customer receives equitable treatment with respect to employment and services without discrimination, and receives accommodation where required, in a timely manner, *to the point of undue hardship* and in accordance with the *Ontario Human Rights Code* and the *AODA* and its regulations. Accessibility is the provision of flexibility to accommodate needs and preferences, and refers to the design of products, devices, services, or environments for people who experience disabilities. It can also be understood as a set of solutions that empower the greatest number of people to participate in the activities in question in the most effective ways possible.

Since the publication of the Plan's first edition (December 2012), the Innisfil Public Library Board has been actively pursuing the requirements of the legislation in partnership with the Town of Innisfil. The plan was reviewed, updated and re-written as required in 2023. This update will provide a 2023 Annual Review of the **Board's Multi-Year Accessibility Plan Edition #3 2022-2026.**

A. Customer Service
The Innisfil Public Library Board is committed to providing accessible customer service to people with disabilities. This means that we will provide goods and services of the same high quality and timeliness to all who visit and use the Library.

Requirement	Compliance Date	Status
Develop and implement Accessible Customer Service Policies, Procedures and Practices.	January 1, 2010	**Completed.** *Accessible Customer Service Policy* created in 2009. This policy was merged in 2016, with the *Accessibility - Integrated Accessibility Standards - Regulation 191/11 Policy*.
Provide Accessible Customer Service Training to applicable individuals as per the legislation.	January 1, 2010	**Completed** for current personnel. Library continues to provide training to new hires, volunteers, etc.
Ensure third parties providing services on behalf of the Library or who are involved in the development of policies or procedures receive Accessible Customer Service Training.	January 1, 2010	**Completed/Ongoing.** Library continues to provide training as required. (e.g. Innisfil Public Library Board members).

B. Information and Communications

The Innisfil Public Library Board is committed to making our information and communications accessible to people with disabilities.

Requirement	Compliance Date	Status
Development of Integrated Accessibility Standard Policies.	January 1, 2013	**Completed.** Developed *Integrated Accessibility Policy* and the *Meeting the Requirements of the AODA Regulations Policy,* which includes a *Statement of Organizational Commitment* to meet *Accessibility Needs of Persons with Disabilities.* The Library's *Integrated Accessibility Policy* has been re-written to include all the components of the *Accessible Customer Service Policy,* pursuant to the amendments contained in Ontario Regulation 165/16.
Create a Multi-Year Accessibility Plan, which outlines strategies to address barriers and meet requirements of the *AODA.* Post the Plan on the Library's website and review every five years.	January 1, 2013	**Completed.** Developed the Third Edition of the Library's Multi-Year Accessibility Plan in 2022; it is posted on the Library's website; and was provided to the *Innisfil Accessibility Advisory Committee (IAAC)* for review and comment.
Prepare an *Annual Status Report* on the progress of the Multi-Year Accessibility Plan. Post the status update on the Library's website.	Annually in January	**Ongoing.** Incorporated into annual business reporting processes to the Board. Following the annual status update, the plan is posted on the Library's website.
Emergency Procedures, Plans or Public Safety Information will be provided upon request in an accessible format or with communication support, as soon as is practicable.	January 1, 2012	**Ongoing.** Will be provided as requested in the appropriate format.

Prepared January 2024

New Internet sites and content to meet WCAG (Web Content Accessibility Guidelines) 2.0 - Level A standards.	January 1, 2014	**Ongoing.** Website Committee has been established to review and implement required changes. **Current website is compliant.**
All Internet sites and content to meet WCAG 2.0 - Level AA standards.	January 1, 2021	**Ongoing.** Work continues to ensure this standard is met.
Public Libraries are to provide access to or arrange for the provision of access to accessible materials where they exist, and Public Libraries are to make information about the availability of accessible materials publicly available, in an accessible format or with appropriate communication supports, upon request.	January 1, 2013	**Completed.** Availability of accessible materials on the Library's website and print materials is provided and Staff members are always expected to, upon request, provide information regarding accessible materials that exist in an accessible format or with appropriate communication supports. Policies are regularly reviewed and amended as required.
An Accessible Feedback Process is to be developed and implemented and made public.	January 1, 2014	**Completed.** Feedback process was implemented with the development of the initial *Accessible Customer Service Policy* in 2009.
Accessible formats and communication supports are to be provided upon request, in a timely manner and at no additional cost above the regular fee charged. Staff is required to consult with the person with a disability to determine the most appropriate format. The Public must be notified of the availability of accessible formats and communication supports.	January 1, 2015	**Completed.** Policies and procedures are reviewed regularly to ensure that accessibility requirements are met. Staff is aware of this requirement and conduct 'reference interviews' to ensure that all customers' needs are understood. This information is available on the Library's website.

C. Employment

The Innisfil Public Library Board is committed to fair and accessible employment practices.

Requirement	Compliance Date	Status
Recruitment General - Notify employees and the public that accessible accommodations are available for applicants with disabilities during the recruitment process upon request.	January 1, 2014	**Completed.** An accessibility tagline is added to all job advertisements, advising applicants of the availability of accommodations during the recruitment process.
Recruitment (Assessment or Selection Stage) - Notify short-listed applicants, that accommodations related to materials or processes are available upon request. Consult with the applicant to determine the most appropriate accommodation.	January 1, 2014	**Completed.** Library Recruitment, Assessment and Selection policies and processes have been updated to ensure compliance with all applicable legislation. Applicants who are selected to proceed to the interview stage are advised of the availability of accommodations during the recruitment process. Applicants must meet the bona fide occupational requirement.
When making offers of employment, the Library must notify the successful applicant of its policies for accommodating employees with disabilities.	January 1, 2014	**Completed.** Current offer letters to notify the successful applicant of the Library's policies for accommodating employees with disabilities. Successful applicants are informed during the verbal job offer of the Library's policies for accommodating employees with disabilities.
Employers are required to inform all employees of their policies for supporting employees with disabilities. This includes their policies on providing employment-related accommodations that take into account the accessibility needs of employees with disabilities.	January 1, 2014	**Completed.** The Library, coordinates with the Town of Innisfil, to create a Modified Work Program and developed a well-established practice for the application of that program. An update on the *AODA* and **/ASR will** be provided to all current employees using our traditional communications channels. All new employees will receive the information as

Prepared January 2024

		part of their offer and enrolment process. Managers are informed of the program and *AODA* components through training.
Upon request, employers are required to consult with employees with disabilities to determine which **accessible formats and/or communications supports** they require. This requirement applies to information that employees with disabilities need to perform their jobs effectively.	January 1, 2014	**Completed.** Current practice is to respond to the unique requests for information from individual employees in a way that meets all of their needs, including those for accessible formats. To date all Modified Work Plans and their implementation have been individualized and customized to suit each employee's particular circumstances.
Employers are required to prepare for emergency situations by providing employees with disabilities, with individualized **workplace emergency response information** if the disability is such that the individualized information is necessary and the employer is aware of the need for accommodation due to the employee's disability.	January 1, 2012	**Completed.** Initially, all employees were advised of this component using the Library's traditional communications channels. Subsequently, it became part of the orientation process. Employees who have self-identified as requiring emergency response assistance or information are asked to meet with Library Administration to develop an appropriate individualized evacuation and emergency response plan.
Employers shall develop and have in place a written process for the development of **documented individual accommodation plans** for employees with disabilities.	January 1, 2014	**Completed.** Library Modified Work Plans are established in conjunction with the Town as required. The processes include detailed documentation for all individual accommodation plans and a Library *Early & Safe Return to Work* program, which includes written details and descriptions of the individual accommodation. All information gathered and used in this process is protected in accordance with *MFIPPA* and other applicable legislation.

Prepared January 2024

Employers are required to develop **Return-to-Work Processes** that document the steps they will take to help employees to return to work when they have been absent because of a disability and who will need some form of disability-related accommodation to return to work.	January 1, 2014	**Completed.** Library Modified Work Plans are established in conjunction with the Town as required. The processes include detailed documentation for all individual accommodation plans and a Library *Early & Safe Return to Work* program, which includes written details and descriptions of the individual accommodation, as per the Library's *Accommodation* & *Return to Work Policy*. All information gathered and used in this process is protected in accordance with *MFIPPA* and other applicable legislation.
Employers that have **performance management processes** in place are required to consider the accessibility needs of employees with disabilities in these processes.	January 1, 2014	**Ongoing.** Employees whose performance may be impacted by a possible disability will be referred to Library Administration who can assist in arranging an assessment and the development of an action plan if appropriate to do so. Information will be included in Manager Training. The *EMPLOYMENT - Accommodation and Return to Work Policy* has been in place since January 2014.
When employers provide **career development and advancement** opportunities to their employees, they must take into account the individual accommodation plans that are in place for their employees with disabilities.	January 1, 2014	**Ongoing.** Ensure through policy and procedure that individual accommodation plans are taken into account when career development and advancement opportunities are provided to employees. Policy is in place.
Employers that use **redeployment** are required to take into account the accessibility needs of employees with disabilities. This includes reviewing individual accommodation plans when moving employees with disabilities to other jobs within their organizations.	January 1, 2014.	**Ongoing.** Ensure the Modified Work Plan and *Early* & *Safe Return to Work Program* meet this requirement. Policy is in place.

Prepared January 2024

D. Procurement

The Innisfil Public Library Board is committed to accessible procurement processes.

Requirement	Compliance Date	Status
Incorporate accessibility criteria and features into the purchasing or acquiring of goods, services and facilities where practicable.	January 1, 2013	**Completed.** Accessibility requirements are included in the 'Purchasing Policy' (current version was updated in 2018). Accessibility Compliance Certificate required for proponent's submissions.

E. Self-Service Kiosks

The Innisfil Public Library Board is committed to incorporating accessibility features and considering accessibility for people with disabilities when designing, procuring or acquiring self-service kiosks.

Requirement	Compliance Date	Status
The Library shall have regard for the accessibility for persons with disabilities when designing, procuring or acquiring self-service kiosks.	January 1, 2014	**Ongoing.** Past purchases of self-service kiosks have required the inclusion of accessibility features, which will continue to be a determining factor in future purchases.

F. Training

The Innisfil Public Library Board is committed to providing training in the requirements of Ontario's accessibility laws and The Ontario Human Rights Code as it applies to people with disabilities.

Requirement	Compliance Date	Status
Training on the requirements of the *Integrated Accessibility Standards* and the *Ontario Human Rights Code,* to be provided to Staff, Volunteers and other third parties, if they provide goods, services or facilities on behalf of the Library or are involved in the development of corporate policies.	January 1, 2014	**Completed/Ongoing.** Training on the specific elements of the **IASR,** which are applicable to the Library and the Ontario Human Rights Legislation has been provided as required and will continue to be provided to all new hires.

G. Design of Public Spaces

Requirement	Compliance Date	Status
Innisfil Public Library Board will meet accessibility laws when building or making major changes to public spaces.	January 1, 2014	**Ongoing.** The Cookstown and Lakeshore Branches were built according to accessibility requirements and reviewed by the *Innisfil Accessible Advisory Committee.* The three branches open to the public are accessible. In the Fall of 2016, accessible door operators were added to three doors in the Lakeshore and Cookstown branches. In 2018, accessible door operators were added to another door in Lakeshore. All future renovations or building projects will be guided by accessibility standards. In 2021, the Library purchased a number of assistive technologies that would support members of the community requiring assistance to better access our spaces, resources and

Prepared January 2024

		services. These supports include a DAISY player and CD player for patrons with print disabilities, laptops, tablets, Kobo readers, magnification software, assistive listening systems, light therapy lamps, bookstands for hands-free reading, large-print keyboards, a robot-pet for seniors programming, and lendable maker-space equipment enabling seniors to craft and make their own creations in the safety and comfort of their own homes. Wi-Fi hotspots were acquired to provide low-income seniors with access to the Internet from home. In 2022, an accessible pollinator garden was installed at the Lakeshore Branch main entrance thanks to a grant from the TD Friends of the Environment Foundation. This element will ensure that residents of all abilities will be able to engage with nature, the outdoors and our related programming in these spaces. In 2023, the Cookstown branch installed an accessible privacy pod. This pod has foldable seating and table to allow for persons using assistive devices to easily access the space. These pods are virtually sound proof and have power and usb ports for technology, so all patrons can use the space for quiet study, a private call or a quick meeting.

Received by Innisfil Public Library Board, January 15, 2024, Motion #2024._

Prepared January 2024

Policy Changes Summary

10a.01.01   **OPERATING & TECHNOLOGY – Advertising Policy for Library Signs #2024-01**

- Minor wording and formatting changes

10b.01.01   **OPERATING & TECHNOLOGY – Community Information & Display Policy #2024-02**

- Minor wording changes to mirror prioritization language from the Room Rental Policy

![ideaLAB & Library logo]

SUBJECT:	**ADVERTISING POLICY FOR LIBRARY SIGNS**
Policy No:	**2024-01**
Date:	**January 15, 2024**
Review Date:	**January 2028**
Pages:	**2**

PURPOSE

To provide a standard policy for placing advertisements on Library Signs within the Town of Innisfil.

This policy will permit the Innisfil ideaLAB & Library and community groups to place information on Library Signs which is of interest and beneficial to members of the community and the general public.

POLICY
Definitions:

"Library Sign" means any electronic or manual display sign located on property owned, leased, or occupied by and/or operated on behalf of the Innisfil Public Library Board.

"Partner(ing) Agencies" refers to the various organizations with which the Library has entered into a partnership for the purposes of pursuing mutual interests with the shared goal of enhancing quality of life for Town of Innisfil residents and Library users.

Application:

Library Signs **may contain** the following information:
- Library notices and announcements – activities, programs, services, meetings;
- Town notices and announcements;
- Announcements and advertisements, including for example, the promotion of community events, from partnering agencies, community groups, not-for-profit organizations.

Library Signs **shall not** contain the following information:
- Notices, announcements or advertisements promoting the goals, achievements or opinions of individuals;
- Notices, announcements or advertisements which contain offensive, harmful, derogatory language about or which are motivated by a person's race, colour, citizenship, national origin, age, religion, creed, language, marital status, family status, pregnancy, sexual orientation, gender identity, disability or any other prohibited ground of discrimination;
- Any commercial for-profit promotions from non-partnering agencies.

Requests for Postings:
- All requests for postings from community groups and organizations shall be reviewed by a Communication Representative. Submissions will be reviewed according to this policy and if approved will be posted to Innisfil Public Library's social media channels as decided by a Communication Representative.
- Should a large volume of requests for posting be received, priority shall be given as follows:
  - Emergency information;
  - Library notices and announcements;
  - Town notices and announcements;
  - Notices and announcements from partnering agencies, community groups, not-for-profit organizations.
- A limit on the length of time for which information is displayed may be imposed.

Format of Messages:
- Suggested wording and layout may be provided by the originator, but is subject to additional editing or style and size changes by Library personnel, as deemed necessary.

Related Policy
Community Information and Display Policy

Approved by the Innisfil Public Library, January 15, 2024
Motion Number: 2024.XX

Supersedes Policy #2020-02, approved January 20, 2020, Motion #2020.07 and Policy #2015-07, approved May 19, 2015, Motion #2015.52, Policy #2013-04, approved April 15, 2013, Motion #2013.47 &
Policy #2009-11, approved September 21, 2009, Motion #2009.60.

SUBJECT:	COMMUNITY INFORMATION & DISPLAY POLICY
Policy No:	**2024-02**
Date:	**January 15, 2024**
Review Date:	**January 2028**
Pages:	**4**

PURPOSE

The Innisfil ideaLAB & Library collects, provides and displays community-related materials consistent with its role and mission as part of its information service to ensure that residents are fully aware of, and may participate in, community activities. This policy sets out the types of information suitable for collecting, displaying and distribution by the Library.

POLICY

Application

This policy applies to all staff and library community partners.

Definitions

Co-sponsored Program: A co-sponsored program involves program delivery by an external organization or person at the Library, and may be the result of a partnership. This program can be a one-off or one-time series, an ongoing program, or a series of programs. The partner can brand the program, but they work with the Library to ensure it is promoted by the Library and that relevant library resources are identified when appropriate.

Partner(ing) Agencies/Community Partners: The various organizations with which the Library has entered into a partnership for the purposes of pursuing mutual interests with the shared goal of enhancing quality of life for Town of Innisfil residents and library users.

Guidelines

The display of materials within the Library spaces (both physical and virtual) does not imply endorsement by Library Staff or Board. Materials should directly contribute to the enrichment and well-being of the community, aligning with the Library's mission.

Section 1: Community Information Collection and Services

1. The Library will accept information on the services of partner community agencies and organizations. This will include up-to-date information on:
   a. Municipal services;
   b. Community groups;
   c. Educational organizations;
   d. Health and social services agencies;   and
   e. Religious, recreation and cultural institutions.

2. The Library will provide easy, convenient and confidential access to information on agencies and organizations in-branch or virtually.

3. Library Staff will make continuous efforts to stay informed about relevant community agencies, services and referral processes. Where possible, Staff will facilitate appropriate and sensitive referrals.

4. Customer confidentiality will be respected at all times.

5. The Library reserves the right to assess the suitability and relative importance of display materials and may refuse to display some materials. Materials may be refused for display based on size, poor production, incomprehensible content, or content which promotes that contravenes Library policies including the Rules of Conduct or the Ontario Human Rights Code.

Section 2: Community Information Displays in the Library

1. The Library may display information in-branch and virtually about community activities and events of partner agencies subject to available space. The Library may also accept physical items from these agencies that are used for promotional purposes.

2. Selected materials will be displayed using the following priorities:
   a. Library programs, events, and services
   b. Co-sponsored and partnership programs
   c. Programs, events, services of official partners
   d. Town of Innisfil and agencies
   e. Non-profit community groups and organizations serving Innisfil residents
   f. Promotion of cultural, educational and recreational events or activities of all other agencies.

3. Library Staff will determine where and when to post all materials, information and displays.

4. All bulletins, brochures and posters or like materials, regardless of format, become the property of the Innisfil Public Library Board and the Library will dispose of them as it sees fit. While the period of display is at the discretion of the Library, every effort will be made to post material up to the dates of the advertised events.

5. All physical items for a display will be left at the owner's risk and must be retrieved by the owner at an agreed upon date unless otherwise approved by the CEO. The Library does not accept responsibility for the safe return of materials.

6. The Library will not display or distribute:
    a. Materials that contravene the Ontario Human Rights Code, any government legislation or library policies or procedures;
    b. Materials whose primary focus is partisan or political in nature; however political materials may be eligible when advising of meetings and forums for discussion of community issues;
    c. Faith-based materials whose primary purpose is the promotion of faith; however events sponsored by local religious groups may be displayed;
    d. Materials advertising and promoting commercial products or services from non-partnering agencies;
    e. Personal ads and notices including notices of items for sale or rent;
    f. Petitions, unless they originate with the Library Board or the Town of Innisfil Council;

7. Art exhibits are covered under the current Art Display Policy.

Section 3: Library as a Venue for Information Dissemination
1. The Library permits partner agencies including community groups, non-profit groups and charities to promote themselves and give information out to the public within the Library Branches where the information is of a non-proselytizing nature, and thus shall not be used for commercial, political, or religious purposes. The space may also not be used for sales or solicitation or for promotion of a commercial product. Exceptions may be made at the discretion of the CEO or designate.

2. Requests for space should be made in accordance with the Library's Room Rental and Program Policies. Requests should include a brief description of the host organization and the purpose and content of the proposed activity. Length of time required will be negotiated with the applicable Library Staff.

3. The Library reserves the right to assess the suitability of the proposed promotional activity and to refuse the request.

Section 4: Restrictions on Community Information and Displays
1. Solicitations by members of the public are not permitted on library property, either in person or by petition. Petitions originating with the Library Board or the Town of Innisfil Council are permitted, subject to formal approval by the Board. The following is the only exception: where display items are intended for sale, the owner of the items may leave their business cards.

2. The sale of tickets or other promotional materials for fundraising or commercial purposes is not permitted in the Library, with the exception of Town or Library Board sponsored events, or at the discretion of the CEO or designate.

3. The Library will continue with the distribution and collection of donations for Remembrance Day Poppies at each Library branch and; notwithstanding this Policy, the Board may approve additional donation opportunities based on submitted requests.

Questions or concerns may be directed to the CEO or Designate.

Related Policy
Advertising Policy for Library Signs

==Approved by the Innisfil Public Library Board, January 15, 2024==
==Motion Number: 2024.XX==

==Supersedes Policy # 2020-03, approved January 20, 2020, Motion 2020.08== and Policy #2015-08, approved May 19, 2015, Motion #2015.53, Policy #2013-05, approved April 15, 2013, Motion #2013.48;
Combines and Supersedes Community Information Policy #2011-06, approved March 21, 2011, Motion #2011.21; and Display Policy #2011-12, approved May 16, 2011, Motion #2011.36;
Supersedes Display Policy #2008-16, approved November 17, 2008, Motion #2008.69;
& Policy # 2006-01, approved January 16, 2006, Motion #2006.08.