



MLTA Newsletter

Manitoba Library Trustees Association
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www.mlta.ca

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“Public libraries of the future will be catalysts and leaders in community-based economic development.” Wendy Newman:
Third Generation Public Libraries, 2008.

How is your library involved?

Libraries as Partners in Community Economic Development

Have you ever wondered about the kind of impact a public library could have on their community's development? One of the speakers at the OLA Superconference (January 30, 2015), Maggie Weaver, in her presentation “Push the Puck Ahead in Community Economic Development”, highlighted some areas in which libraries can be key partners in community development through the provision of resources, information, space, events and access to technology. In return, libraries gain relevance, visibility, awareness and advocacy.

Some aspects of community economic development

- Workforce initiatives
 - job search – job board, company directories, info about training/courses, local employment services, job search club, website links to job boards, job fair, career nights, workshops on job search basics
 - new comers – language skills, multi-lingual computer access, wages and salary info, mentoring, industry trends, community networks
 - employers – corporate library cards, technology skills upgrades, labour market info, employment standards, use of meeting rooms, eSources on funding programs, partnerships
- Support to the municipality
 - Planning, tourism, business improvement, community improvement, employment, help with research
- Support to business
 - Youth job search and entrepreneur info, tech interns, job shadow, college program partnership
 - Small business and non-profit organizations, meeting spaces, copier, equipment loans, tech support, research, use their products/services, display showcase
- Library as a community place, cultural hub, tourist destination
- Early childhood literacy – has long-term CED impact

Develop essential partnerships with Chamber of Commerce, Community Futures, economic development, business improvement, immigration and settlement agencies, social agencies, literacy programs, etc.

<http://www.olasuperconference.ca/conference-presentations-and-materials/>

Erickson Library is no longer the quiet space it once was . . .

Some of the things they've been doing are:

- Blind Date Night with a book for February
- Minecraft Club, an after school program that is very popular and not quiet at all!
- Movie Nights – movies are shown once a month as something to do; theaters are an hour away.
- PJ Tales - evening storytime
- Dinovember was a big hit
- Book Readings, had their first one in April and working on one in June
- Music Nights - live music in the library. Trying to do it once a month but have missed a few. Has been amazing when we do manage to pull it off.
- A couple of Astronomy Nights that were very successful
- Stitching club - an evening gathering of people that do some kind of needle craft.
- small meeting space used by community groups

Submitted by Tara Elliot



Calandra May Hart, folk song writer and musician.



The spring 2015 issue of **CLA's Feliciter magazine** is now available on-line. The theme is **Future Skills, Future Professionals.**

The library in the 21st century: New roles, responsibilities, skills and concerns (p. 28-29) highlights the **changing role of librarians to a more community-led approach** and presents a visual representation of it.

http://www.cla.ca/Content/NavigationMenu/Resources/Feliciter/Feliciter_Spring_2015_FINAL.pdf

2015 MLTA Board of Directors

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Ex-Officio Member - Trevor Surgenor, Director, Manitoba Public Library Services Trevor.Surgenor@gov.mb.ca



Library Advocacy - Laying the Foundation

(Adapted from Library Advocacy Unshushed, an edX online course)
Denise Weir, Regional Library Consultant, Manitoba Public Library Services Branch

Library services in the 21st century is challenged to move beyond warehousing collections to becoming centers that facilitate and encourage knowledge creation based on leveraging community assets. According to David Lankes, University of Syracuse iSchool, ... "librarians must be activists, in that sense, in partnership with their communities, and must stimulate ... participatory values in communities."

If libraries are to be more than their collections, where is the foundation for the future? Michael Gorman, retired university professor and a former president of the American Library Association, identified **eight foundational values for library work.**

1. **Intellectual Freedom:** we defend individual's right to freedom of thought and access to unpopular or unconventional materials even if these are materials we might not choose.
2. **Privacy:** we defend people's privacy in the access to and use of information in a highly connected, surveillance society.
3. **Literacy:** we promote literacy as the gateway to lifelong learning.
4. **Rationalism:** we make decisions based on evidence and reason.
5. **Stewardship:** we are custodians of the human record for future generations.
6. **Equity:** Ideas are freely shared rather than commercialized.
7. **Democracy:** libraries inform and empower the public in a democracy.
8. **Service:** Our knowledge, empathy, and dedication stands in contrast to materialism.

At the library board table, you might want to reflect upon the eight values mentioned above to validate how these ideas are implemented in your library's mission statement, services, and programs. In what ways can your library board, or community champion, point to your library and **tell compelling stories about how your library makes a difference in these areas of service? How do you know if your community champions and decision makers care?**

Advocacy is about building credibility and trusting relationships with the community and decision makers that effects long-term change. It's about building long-term support for the libraries by persuading community-champions (not necessarily library users) to influence decision makers.



Raising the awareness of the level of the value of public libraries and the types of services they offer are important for decision makers and community champions to know. For example, in Canada, surveys by Citizen Centred Services over the past ten years indicate Canadians evaluate public library services better than banks, grocery stores, airlines, municipal governments, hospitals, and many other prominent services. However, research suggests that only 47% of people surveyed in a PEW Internet 2013 study knew of some of the public library services, and 30% had little or no knowledge. (Zickuhr, Dec 2013, p.3)

With the gap between the love of libraries and knowledge about the services they provide, public libraries are presented with the opportunity to **build relationships in the community** by actively listening to what's important to them, and determining how the library can provide services that matter to them.

In building the case for why libraries make a difference to the community, it is important to connect with municipalities facing the challenges of meeting multiple obligations. Some of the ways to do this is to **promote early literacy as a determinant of later well-being for the individual and the community.** Demonstrate how pre-school reading programs involving parents/caregivers can impact on school readiness regardless of income. We need to promote that reading a lot builds proficient readers and reading fiction builds empathy skills. These types of statements show impact on community development, resilience, and well-being.

Advocates can also build the case by **talking about the things we want to achieve as a society, placing the library in the same set as other public services** – police, parks, and fire, and discuss the library as a vital part of the community's infrastructure and future. Building the scene for successful advocacy requires a passionate, pro-active head librarian as these people will engage the super supporters (people who will always speak up for the library) and probable supporters (people with positive views that won't necessarily act on them). **Encouraging the librarian to work outside the library in the community is a key to building these relationships.**

Building the foundations for library support involves building relationships in the community and with decision makers over the long-term. These relationships build library services around what is important to the community, discusses impacts – what makes a difference to the lives of individuals and the community, and positions the library as a vital part of the community's infrastructure.

Advocacy is about long-term influence and credibility building that pays off for the community and the library.



www.mlta.ca

Check out these and other links on our website's **Trustee Voice – Advocacy Resources** and **Talking up your library pages**.

52 ways to make a difference – public advocacy throughout the year (i.e. 52 weeks of ideas for advocating for public libraries)

http://www.ala.org/advocacy/sites/ala.org/advocacy/files/content/advleg/advocacyuniversity/frontline_advocacy/frontline_public/52ways.pdf

<http://geekthelibrary.org/geek-the-library/index.html>

Whatever you geek, the public library supports it all - job center, access for all, possibilities place, personal touch, community center, return on investment

<http://therotarianmagazine.com/in-praise-of-libraries/>

<http://www.ala.org/everyday-advocacy/engage>

Engage with your community and build strong relationships

<http://www.ala.org/everyday-advocacy/engage/advocacy-within-library>

Advocacy within the library

What is advocacy?

Your community needs to know the role of the library in people's work, studies, play and recreation, and home lives. That's what marketing and advocacy are all about. Often, it's a matter of changing perceptions – our and theirs! Everyone benefits when we find out what users really want, and then let the community know about everything we have to offer.

A few definitions:

Advocacy is getting influential people to speak to others about your library's value and needs.

Marketing is about finding out what people want, delivering it, and then evaluating progress.

Publicity is sharing your message via channels such as posters, news releases, newsletters, and speaking engagements.

Advertising is drawing attention to your library's programs or events through a paid announcement.

Branding establishes the link between your library and its image and materials.

Key messages are short statements about your library that you want people to hear and remember.

Check out **Alberta's Parkland Regional Library** website for additional tips and tricks for advocacy and their "**Library Effect**" branding.

<http://www.prl.ab.ca/advocacy-marketing>

E.g. How to build an advocacy network, how to develop and use key messages, how to share your library's stories, planning guide and workbook to develop your own advocacy plan.

"Rural library services and the ability of rural Canadians to participate fully in society are affected by limitations on bandwidth. Without sufficient bandwidth, Canadians cannot use an increasing number of government services, book vacations, research health concerns, improve their job skills through formal and informal learning, offer their goods and services to others or download music, videos, and reading material. . . . Rural Canadians need better bandwidth. . . . The federal government regularly announces initiatives to improve rural bandwidth. Still, far too little seems to be accomplished. Even when bandwidth is improved, the demand for new services changes more quickly than bandwidth improvements." (The Future Now: Canada's Libraries, Archives, & Public Memory, p. 126)

This issue of **insufficient bandwidth in rural Manitoba** was one of the points MLTA made in its presentation to the Royal Society Expert Panel on the Status and Future of Libraries and Archives in Canada. We are pleased to see that the panel recommends that:

39. Provincial and territorial governments recognize, through legislation, the need for urban and rural libraries to provide digital services.

40. The federal government, namely Industry Canada, adopt the need for better rural bandwidth as a higher national priority.

Please talk to your Provincial MLAs and Federal MPs about this!

A Tale of How Open Source Came to Manitoba
Mary Toma, Director, South Central Regional Library

Once upon a time, waaay back in 2009, there was a librarian in the furthest reaches of southern Manitoba who was very frustrated with her integrated library system (ILS). It was the 4th ILS she had worked with so far in her career, and she was not terribly enthusiastic about any of them. Through former colleagues in British Columbia, she had heard whisperings about a new wave in library programs - an open source program called Evergreen. Rumour had it that it was free and downloadable from the net. (She quickly learned that, although the program was free, support for the program and hosting was NOT free.) Not being the bravest of souls, she, of course, called Public Library Services Branch (PLSB), and was very much encouraged by personnel there to leap in where angels feared to tread. In March of 2009, with cooperation from PLSB and the University of Winnipeg the leap was made and **SPRUCE** (Special, Public, Research and University Consortium for Evergreen) was born.

In 2010, an initial group of interested libraries became a legal entity known as the **Spruce Libraries Cooperative Inc.** By 2011, membership in Spruce had grown to eight libraries and a more permanent solution for support and server space was needed. The BC Library Cooperative was looking to expand. A proposal was given and Spruce accepted.

In the four years since Spruce became a member of the **BC Libraries Cooperative**, the program has expanded to include an acquisitions module and a serials module. Support from the BC technical group is the best the libraries have ever received. Membership in Spruce has expanded to 18 members with 28 libraries participating in the program.

And they all lived happily ever after.



Some numbers:

- 25.7% of the served population (outside of Winnipeg) are served by Spruce libraries.
- 27.7% of the collections held (outside of Winnipeg) are held by Spruce libraries.
- 29.1% of the circulations (outside of Winnipeg) are done by Spruce libraries.
- 30.9% of the collection development spending (outside of Winnipeg) is by Spruce libraries

The South Central Regional Library is hosting a one-day Spruce Rally on June 1st at the Winkler Branch (160 Main Street) from 9:00am to 4:00pm.



All members of the Manitoba Spruce Cooperative are encouraged to participate and **we welcome libraries from across Manitoba that want to join us and learn more about our world-class open-source shared ILS.** You can get a hands-on experience and discover how it works for us and how it might work for you! The event is free and lunch is available for a small fee. Register by contacting SCRL.

Preliminary Agenda

1. Cataloging
2. Acquisitions module/importing records
3. Reports
4. Billing
5. Spruce policies with respect to inter library loans & fill.
6. Serials/Magazines
7. Processing materials/labels
8. Sitka Support from the BC Libraries Cooperative and training sessions available.
9. Digital procedure manuals – SCRL has one to share
10. Website modernization, issue analysis and discussion, LibPress websites and hosting solutions.
11. Project grants available from the PLSB for costs relating to ILS conversions, LibPress conversions, and other cooperative technology projects.



L-R: Kathy Ching, Technical Services and Mary Toma, Head Librarian, South Central Regional Library, at the Winkler Branch.

Check out the services **BC Libraries Cooperative** offers libraries

<https://bc.libraries.coop/products-services/>

Your Virtual Branch

Submitted by Anthony Woodward

A library website is your virtual branch, and like your physical branch, it needs to be maintained and up to code. **What does your virtual branch look like?**

Libraries are on the cutting edge of information technology. They are often the first organizations to embrace technology and explore how it can fit into their existing business model. Websites are no exception to this. Although many libraries were early adopters of having a website, they often fail to keep their website fresh, accessible, and mobile friendly.

Library websites are the online face of library service, and for that reason need to be up-to-date and informative. Patrons expect that their library website will be as helpful and welcoming as your actual physical library and staff. A good website doesn't need to be overly designed, but it should be extremely easy to navigate and find what you're looking for.

Three ideals

There are many ways to judge a website. For the purpose of this article I will look at three key aspects of a library website I think are important.

1-Fresh

Your website should reflect the dynamic nature of your library. Just as the inside of your library changes on a regular basis, with new displays and events, your **website should stay up-to-date on the current things that are happening in and around your library**. Some questions to ask are: When was the last time your website was updated? When was it created? Does it have any recent updates on there? Do you have photographs that represent what the library looks like today or who works there? Libraries exist to serve their patrons, and for this reason, they need to provide services in formats that are timely and meaningful.

Why is it important?

When someone visits your library website they want to be sure that the **information is accurate**. If your site has outdated content the user could lose trust in the accuracy of the information presented on the site and will not likely revisit your site in future.

Tools

Are there any dates on your website?
How would someone know if the information is up to date?
If there is a photo on your site, how old is it?

Examples

The truth is that there is no such thing as the perfect website. However there are websites that understand and strive towards the ideals listed above and avoid the common pitfalls. Here are a few examples from Manitoba public libraries.

2-Accessible

Accessibility is often a misunderstood term. Accessibility isn't only about changing your website to improve access for persons with disabilities. When a website is accessible, it means that a wider range of people in your community can use it. The work that goes into making a website accessible has flow on effects that make a website easier to access for everyone.

Why is it important?

Put simply, accessible websites meet common web standards which are in place to aid in the functionality of websites. It is a good idea to make sure that a website follows these best practice guidelines to ensure the website will stay viable in the changing world of the web. Factoring in accessibility for your website is like factoring in accessibility for your physical building. The physical building could have ramps and a wider entry way to help people with a wheelchair enter your building, but these accessibility features also make it better for everyone else too. The ramp could help the elderly or parents with children in strollers. Automatic doors are a joy for all to use. In this way, accessibility features for your website are enhancements that make the experience of visiting easier for everyone and not just those using assistive devices.

Examples

A website that uses small and or low **contrasting colours** for text would be impossible to a low vision person to read, but keep in mind that even full sighted visitors will struggle to read under these conditions. Improving your site so that it is more legible improves the reading experience for everyone, not just users with vision impairment.

Tools

Firefox WAVE Toolbar add on
WCAG 2.0 guidelines

South Central Regional Library

<http://sctrl.mb.libraries.coop/>

Springfield Library

<http://springfieldlibrary.ca/>

Swan River

<http://www.swanriverlibrary.ca/>

3-Mobile

Making a website friendly for mobile devices has been a hot topic for a number of years, but unfortunately many websites still display poorly on mobile devices.

Designing for mobile viewing is often referred to as responsive design, as the design of your site responds to the size of the screen it is being viewed on. Again, you might ask, why should we be concerned about changing our website so that mobile users can benefit?

Why is it important?

Like accessibility enhancements, mobile enhancements improve the site for everyone. **Having a responsive site means that your site will display better on a broader range of devices and screens.** It used to be that there were desktop screens and tiny mobile screens. Today there are a multitude of devices in many shapes, sizes and screen resolutions. It would be virtually impossible to have a complex site that could accommodate all the possible variations, although if your website is designed well, it will comfortably handle the majority of screen sizes it encounters. Keep in mind that many people may only have one device to access your website; it could be a netbook, tablet or smart phone with a small screen. It is often the people that depend on your services the most that might fall into this category, and is essential for them that your site works on their one device.

Things to avoid

- Text as images (logos exempted)
- Using tables for layout
- Text that is too small
- Low contrasting colours
- No alternative text for images

Tools

Drag the size of your browser so that it is really narrow. How does your site change? How does your site look?

Use an actual device. **Test your website on as many different devices as possible.** Have staff compare how the library website looks on their device. Would you like to use the website if that was your only option? What if the user is in a hurry, can they easily navigate the site? Is your phone number hyperlinked on a phone? Does your location have an embedded map or link to a map?

Did you know that BC Libraries Cooperative offers **LibPress**, a comprehensive library website service? <https://bc.libraries.coop/products-services/libpress/>

South Central Regional Library is the first Manitoba library system to use this service. Check out their site. <http://scrl.mb.libraries.coop/> Events are prominent.

The Swan River Library site has a nice simple layout that responds well when displayed on a narrow screen (e.g. mobile device), as shown. Information is current.

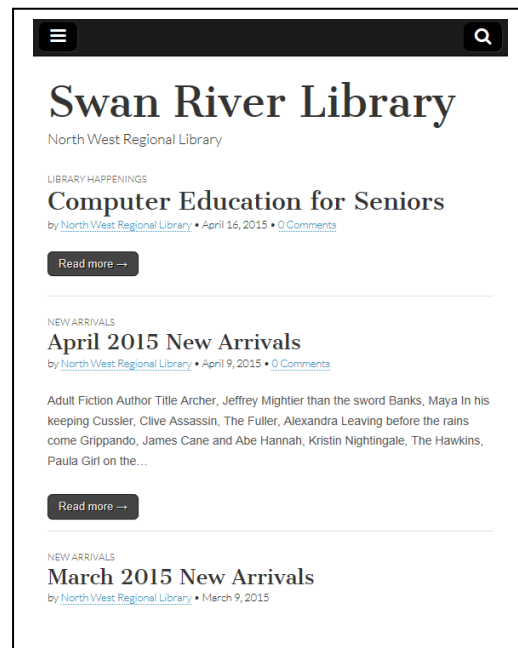


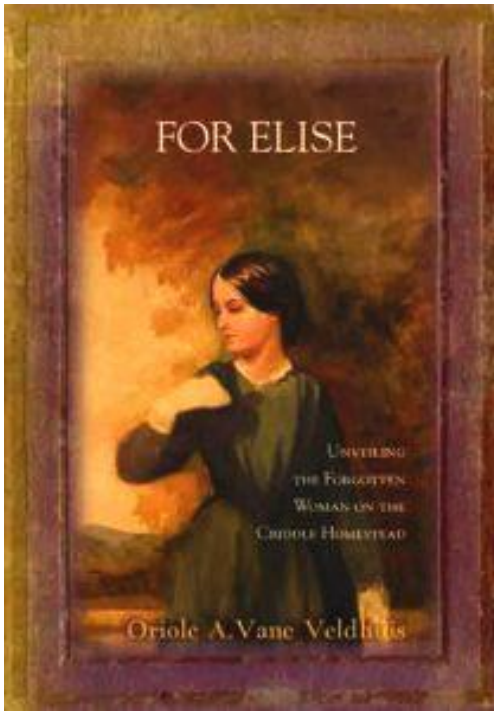
This website has high contrasting colors (accessibility consideration) and recent photos of the branch.

Conclusion

The library website is an essential element of any library system and is your online virtual library branch. Libraries trade in information, and for this reason their websites need to be easy to access, navigate and search. Like your physical library, your website is another location that patrons can use to access your services, spend time, and feel welcome. People visit library websites because they genuinely depend on the information the website provides, opening hours, links to resources, location, and information about upcoming events. A library website could help you save time by educating your patrons on how and where to search, and informing them of library hours and locations and new programs and events. Well-built library websites work for you, even when your branch is closed.

Anthony Woodward is the Library Project Consultant for the Public Library Services Branch for the Province of Manitoba. If you would like to find out more about how your library website could be improved contact, anthony.woodward@gov.mb.ca for advice and consultation.





Author: Oriole A. Vane Veldhuis

Title: For Elise Unveiling the Forgotten Woman in the Criddle Homestead

Pages: 512

ISBN: 978-1-896150-72-7

Cost: 2nd Edition \$24.95

3rd Edition \$29.95

To learn more about the novel *For Elise*, or if you would like to contact Oriole for an author's reading or a copy of the novel, you can visit Oriole's website:

<https://vanecriddle.wordpress.com/>

Western Manitoba Regional Library has a book club kit available for use.

Facing declining visitors and uncertainty about what to do about it, library administrators in **Almere, Netherlands** did something extraordinary. They **redesigned their libraries** based on the changing needs and desires of library users and, in 2010, opened the Nieuwe Bibliotheek (New Library), a thriving **community hub that looks more like a bookstore than a library**. Check it out.

<http://www.dailygood.org/story/1038/how-a-new-dutch-library-smashed-attendance-records-cat-johnson/>

How do you tell a family's story after years of genealogical research? How do you write, publish, and share it with your family, or anyone else for that matter? Such was the dilemma, and the beginning of a 12 year journey for Oriole Veldhuis, author of *For Elise: Unveiling the Forgotten Woman in the Criddle Homestead*.

For Elise, tells the story of Elise Vane, the long-time servant and one time mistress of Percy Criddle. Criddle was an the eccentric early homesteader who arrived to settle a farm outside of Brandon near what is now CFB Shilo. For Oriole, writing the story has been a life-long journey. In retirement, Oriole was finally able to sit down and keep her promise, tackling the project with an amazing sense of humour and adventure. She began the project with a letter-writing campaign to possible relatives in Germany. Oriole struck genealogy gold when she found long lost relatives that had no idea that they had family in Canada. During three trips to Germany, Oriole was able to learn more about her family history and to have letters translated. The translated letters would prove critical for shaping the story, and understanding the relationship between Elise and her family.

Throughout the project libraries played an important role in helping her complete her research, write the many drafts necessary to develop the narrative, and eventually self publish. Western Manitoba Regional Library, with its oral history collection and collection of early newspapers played an important role in helping her piece together the otherwise invisible life of Elise Vane. Since Percy and Elise's early life took place in England, interlibrary loan also played an important part in helping her piece together a part of their life that was otherwise inaccessible from Southern Manitoba.

The Writer in Residence Program at **Winnipeg Public Library**, helped to drive her creativity with the ongoing feedback received through the writing process. After completing early drafts, Oriole shared it with Doug Whiteway and Maurice Mierau two Winnipeg Public Library writers in residence. With the help of Mierau, Oriole learned that self-publishing was the route to take. In addition to understanding how to get her tome published, there was the work of deciding what kind of novel it would be. After deciding it was not a Romance, she decided upon Creative Non-Fiction (with a genealogical twist).

It takes a community to self-publish a work as detailed and well-researched as *For Elise*. To make sure every aspect of the novel was true to its subject matter, Oriole was sure to elicit the feedback of experts in the field including: a social worker, an agriculturalist, an ordained minister, and a naturalist, as well as family members for names, dates, and spellings. Her husband and a friend also played an important role in the editing process as she re-wrote the novel countless times to get it just right for her family members, and out of respect for Elise.

Oriole is enjoying the book's success, now in its third printing, as she shares Elise's story at **author readings across the province**. Her presentation is filled with humor as she recounts the tragic tale of Elise's exploitation in rural Manitoba. She shares anecdotes about the process of researching one's genealogy, as well as actually writing the book – all 512 pages with photographs, contemporaneous advertisements and copies of letters written between Elise and her family in Austria. *For Elise* is perfect for any Manitoba library looking to add a piece of women's pioneer history to their collection.

Article submitted by Leslie Corbay, Library Accessibility Consultant, Manitoba Public Library Services Branch

Age and Opportunity

Free Telephone Group Activities for Manitobans 55+



Senior Centre Without Walls

SCWW provides **free** educational and recreational 1 hr. programming over the phone and is available wherever you are in Manitoba using a toll-free number.

http://www.ageopportunity.mb.ca/documents/scww/SC_WW_Guide_Spring2015.pdf

Wide variety of topics – e.g. birds, treaties, World War II, genealogy, astronomy, opera, local authors, languages, travelogues, health, humor, brain teasers, whodunit?



Does your library board have a strategic plan or vision statement?

Strategic planning and setting direction based on a vision are key functions and responsibilities of library boards. Please let us know what your vision and strategic plan are so that they, and the process you used to develop them, can be shared with others to inspire their planning process.



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Did you know that . . . ?

- Throughout 2014, as part of their strategic planning process, **Winnipeg Public Library** ran an “**Inspiring Ideas**” **public consultation** to help shape the future of WPL. The final report “What we heard: your priorities for libraries” was published on December 5, 2014.

The priorities have been categorized into:

- Top 10 collections priorities
- Space and service delivery
- Programs for all ages
- Social and community role of the library

A colourful graphic form of this report can be viewed at <http://inspiringideas.wpl.winnipeg.ca/wp-content/uploads/WhatWeHeard3.pdf>

- **Winnipeg Public Library Board’s strategic plan for 2015-2018** identified the following goals.
 1. The board will ensure that their recommendations are in accordance with the duties stated in the City of Winnipeg By-law.
 2. The Board will increase and strengthen its advocacy role.
 3. The Board will conduct a critical review of its role and the work it should accomplish.
 4. The Board will raise its profile with the community and city officials.
- **North-West Regional Library (Swan River)** is hosting computer education for seniors through a Government of Canada New Horizons for Seniors Grant. They received close to \$18,000.

<http://www.swanriverlibrary.ca/2015/04/16/computer-education-for-seniors/>

<http://www.esdc.gc.ca/eng/seniors/funding/community/index.shtml>

Library Activity in the Province

What is your library/Board proud of?

What projects are underway/just completed?

Let Donna Kormilo know so they can be featured in a newsletter or on our website.

Send your info and photos to

manitobalibrarytrusteesassn@gmail.com