



**Manitoba
Library Association**

MLA Annual
Report

2022

VISION

MLA provides leadership in the promotion, development, and support of library and information services in Manitoba for the benefit of MLA members, the library and information community and the citizens of Manitoba.

MISSION

The Manitoba Library Association provides networking and professional development opportunities and advocates on behalf of its members.

VISION

The Manitoba Library Association is a strong and proactive organization that effectively serves the professional interests of its diverse membership.

GUIDING PRINCIPALS

Collaboration & Partnerships

Providing opportunities to meet, communicate, collaborate, and partner with community organizations.

Inclusivity & Acceptance

Supporting inclusion by creating services and supporting spaces that welcome everyone.

Communication

Promoting and supporting dialogues with our members, partners, volunteers and the public.

Community

Creating opportunities to bring people together while building a sense of community.

Open Mindedness

Committed to a culture of teamwork, collaboration and communication where the viewpoints of others are heard and respected.

MESSAGE FROM THE PRESIDENT

Melanie Sucha, President

Through 2022-23, the Manitoba Library Association (MLA) was proud to bring on board two full-time contractors to support our operations – Angela Forget in the role of Office Manager and Kirsten Wurmman in the role of Program Coordinator. Our board is grateful for the expertise of these two individuals and MLA expresses its thanks to the Strategic Policy Branch of Manitoba Sport, Culture, and Heritage and to Public Library Services Branch (PLSB) for their ongoing support of MLA's operations.

MLA's Board meetings and activities continued largely virtually, adopting processes and technology that our organization found beneficial during the pandemic, to continue enhancing participation across geographic distances and to support Board members and staff contractors in work-life balance.

MLA continued its engagement with partner and peer organizations, attending PLSB consultation on public library funding models, participating in Manitoba Families strategy calls on Manitoba's Homelessness Strategy, and consulting with the Centre for Free Expression on book challenges. Attention and efforts of the Board members have largely been directed towards advocacy efforts including: statement of support for Ukraine; Winnipeg Public Libraries funding; and responses to book challenges and calls for censorship in Manitoba libraries, including release of the Intellectual Freedom Toolkit. The Board expresses its sincere thanks to the engagement of membership on these critical issues.

MLA was proud to host our biannual conference, the 2023 theme focused on Access and Accessibility, and to co-host the Canadian Federation of Library Association's National Forum, focused on Intellectual Freedom, as part of a three-day offering of professional programming with 18 sessions and workshops. We were happy to welcome over 150 registrants. Highlights of the program included Dr. Lucy Santos-Green speaking on moral panic in libraries and the Get Ready Stay Ready Community Action Toolkit; Megan Fultz from the Manitoba Human Rights Commission offering an opening keynote; and Sam Popowich offering a closing keynote.

As we continue work with the incoming board in the new fiscal year, MLA looks forward to growing its professional development capacity further, with new programming to help members in their work as Manitoba's library and information professionals.

REPORTS

Sarah Lee, Vice President

I joined the MLA Board as Vice-President in April 2022. In the spring of 2022, I was completing my Master of Library and Information Studies with the University of Alberta and felt the time was right to take on an active role as a member of the MLA. I have found the experience rewarding and have learned a great deal about librarianship in contexts outside my personal experiences. I primarily worked alongside the President, Melanie Sucha, to support her and job shadow the role. With the support of the MLA President, I:

- Onboarded to the MLA Board.
- Received introductions to the Public Library Services Branch of Manitoba Sport, Culture and Heritage; and to the Partnership, Canada's national network of provincial and territorial library association.
- Assisted MLA President with grant application to the Department of Sport, Culture and Heritage.
- Assisted MLA President on the 2023 Conference Planning Committee.

As always, I believe the MLA is an agent for networking and building community. Throughout my year on the Board, I have met many extraordinary individuals, and I hope to gain many new connections across our province as I continue my role on the Board as President. I look forward to the coming year and to exciting new opportunities.

Caralie Heinrichs, Secretary

This past year as Secretary, I had the opportunity to work closely with Angela Forget, first as MLA's bookkeeper, then as the Office Manager. The introduction of the Office Manager role has provided tremendous support to the MLA in terms of supporting day-to-day activities and building capacity among board members by taking on the management of some administrative functions. Earlier in 2022, the implementation of the Google Workspace for nonprofits was also completed, and MLA continues to enjoy the benefits of this upgraded system for communication and collaboration.

As I prepare to offboard from my role as Secretary due to a recent move to Edmonton, Alberta, I am thankful to have worked with such a wonderful Board and staff members. This experience has been an excellent opportunity for professional development and networking, and I am grateful to have been a small part of the meaningful work MLA has done this past year to advocate for libraries and library workers in the province.

REPORTS

Shawn Simpson, Communications

Communications Director, Shawn Simpson, and Communications Committee member, Megumi Ishibashi, have worked together during 2022 to maintain consistent communication via MLA's social media channels. This includes Twitter, Facebook, and the monthly MLA newsletter.

On Twitter, MLA's followers saw an increase of approx. 1.6% over the previous year. Total tweets saw a decrease of approx. 49%, and an engagement rate of 1.69%, up 41.5% from the previous year.

On Facebook, total posts saw an increase of approx. 1.1% and a post engagement rate of 5.13%, up 13.1% over the previous year. Page engagement increased by approx. 13%.

Lastly, 12 newsletters were sent out over the course of the past year. The newsletter has an average open rate of 54% and a click rate of 12%.

Victoria Ho, Membership

Our membership rate this past year has been steady compared to last year with renewals from Individual Memberships, Institutional Memberships, and Public Library Board Memberships categories, along with Divisional categories such as Technicians and Trustees divisions. We continue to use WildApricot to register and renew our members. Below is a chart that illustrates our membership for the past 5 years, and the Divisional Breakdowns for the past 3 years.

	2019	2020	2021	2022	2023*
Individual Membership	74	86	67	65	65
Institutional Membership	17	22	21	15	16
Public Library Board Membership	17	20	20	13	14

REPORTS

Divisional Breakdown (Past three years)

	2021	2022	2023*
Technicians Division	23	14	16
Trustee Division	15	18	15

*2023 number included are until March 31, 2023

Angela Forget, Office Manager

FINANCIAL REPORT - See attached financial statements

Manitoba Library Association was granted significant funding from the Public Library Services Branch which will be carried forward to the 2022-2023 fiscal year to support two new staff. The audit was conducted by Reid & Miller Chartered General Accountants, in keeping with the audits from previous years. They found the financial findings were presented fairly and in accordance with accepted Canadian accounting standards.

At year end August 31, 2022 MLA reported revenue of \$22,861, and expenses of \$15,092 and a surplus of \$7,769. MLA is a charitable organisation in good standing. The audited Financial Statements are available for review for any member if requested.

The role of Treasurer was vacant in 2022.

REPORTS

Richard Bee, Advocacy

In March, MLA was contacted by the Jolys Regional Library (JRL), headquartered in St. Pierre-Jolys. The library system, which had been operating out of leased public school spaces in the towns of St. Pierre-Jolys and St. Malo for several decades to the mutual benefit of the Red River Valley school division and the community, received notice from the school division that they were terminating the historic lease for the two spaces and wanted the library system out of the schools by December/22 and Mar/23 respectively. JRL requested assistance from MLA in supporting their efforts to keep the library spaces, and the President and I worked with JRL for several months to assist as we could.

In May, MLA launched a survey entitled “Manitoba Libraries and Serving Those Experiencing Homelessness”, which I took the lead in developing. The purpose of this survey was to gather information from all types of libraries in Manitoba in the hopes of understanding if and how libraries currently serve individuals suffering from homelessness. The survey was open for one month until mid-June, and we received 23 responses from across the province. Results of the survey are still being processed, with the hope to have them released sometime in 2023.

In November, MLA was made aware of a group of individuals who had been actively petitioning, and even harassing, the South Central Regional Library (SCRL) system, headquartered in Winkler. The group was active starting in September, and took exception to a few titles within SCRL’s children’s collection that they claimed to be “child pornography” as per their own interpretation of the Canadian Criminal Code. Not only did this group attempt to have the titles removed from the SCRL collection, they then attempted to have the library system defunded by its 7 funding municipal councils. MLA efforts to assist SCRL against these efforts to censor and defund the library system continue into 2023.

In addition to these efforts, several letters of support and concern regarding library matters were written throughout the year, including a letter of support for Ukraine as the nation continues to defend itself against an invading Russian military. Several media requests were also responded to, namely in regards to issues pertaining to the Winnipeg Public Library.

<https://mla.mb.ca/wp-content/uploads/2023/05/Toolkit-published-as-of-2023-05-11.pdf>

REPORTS

Kirsten Wurmman, PLC Chair



The Manitoba Library Association – Prison Libraries Committee (MLA-PLC) is a volunteer group that works with our community members impacted by incarceration. Formed in 2012, the MLA-PLC believes that while access to reading and information inside correctional institutions is a rare connection to the outside world, it is also a basic right.

New Chair: Ashley Huot has accepted the role of PLC Chair now that Kirsten Wurmman has been hired as the MLA Program Coordinator. Kirsten will still be actively involved in the work of PLC.

We support community members inside the following correctional centres:

- Winnipeg Remand Centre
- Headingley Correctional Centre (HCC) for Men in Headingley, MB
- Women's Correctional Centre (WCC) in Headingley, MB
- The Pas Correctional Centre, The Pas, MB
- Milner Ridge Correctional Centre, Beausejour, MB

FINANCIALS

Thanks to the \$500.00 annual support from the Manitoba Library Association, to our regular donors, the Prison Libraries Committee total funds are at a healthy \$4000+

PROGRAMS & SERVICES

Book Collection and Delivery

We are collecting and delivering to the Remand, HCC, WCC, Milner Ridge, and The Pas on a regular basis. We are grateful for the storage space and support provided to us from the Winnipeg Public Library.

New this year was a collection for the Differential Unit at HCC (who work with folks in the mental health units and protective custody units) as well as a field trip to Milner Ridge where we organized and helped create a new library space.

Book Donations

The donations continue to come in from our Winnipeg Public Library partner, from our regular donors, from McNally Robinson Booksellers, U of M Press, and U of T Press.

We also have some regular donors who use our Amazon wish list:
(<https://www.amazon.ca/gp/registry/wishlist/2O0LVZOMQSLRJ>)

REPORTS

Prison Library Committee continued

Email Reference Service - this service allows us to answer questions from folks about schooling, mental health issues, drawing and cursive writing exercises, language learning and much more.

New this year is the development of our Legal Reference Service with a new intake form and partnership with the library staff at the Manitoba Law Library.

Writing Circles - held recently at HCC

Book Club - Anne Mahon meets with two different units monthly

Book Exchange - started up again at WCC

Community Resource Fair - upcoming at WCC

Annual Book & Bake Sale - done in partnership with Bar None - Prison Rideshare program

NEW PARTNERSHIPS

- Books2Prisoners Alliance (national network of groups getting books into Canadian prisons)
- Access to Justice Working Group - PLC has been asked to sit on this provincial working group
- Law Society MB and Manitoba Law Library - PLC is working on a project to look at the “unmet legal information needs of incarcerated Manitobans” alongside the Law Society and MLL and the Law Society SK

PRESENTATIONS AND MEDIA ATTENTION

- Creative Mornings - Winnipeg: <https://creativemornings.com/talks/creating-prison-libraries-sanctuary-for-whom-with-kirsten-wurmann/>
- Rotary Club Charleswood
- Winnipeg Free Press: <https://www.winnipegfreepress.com/our-communities/west/2023/06/07/book-bake-sale-supports-incarcerated-readers>
- APTN: <https://www.aptnnews.ca/national-news/they-had-no-libraries-book-drive-in-winnipeg-gets-reading-into-provinces-jails/>
- This Magazine (forthcoming summer 2023)
- Toronto Public Library’s series dedicated to Intellectual Freedom (forthcoming fall of 2023)

THANK YOU TO ALL OF OUR AMAZING VOLUNTEERS!

Thank you for your continued support! We look forward to seeing more of you in 2023-24.

Board of Directors

Melanie Sucha (President) • Sarah Lee (Vice President)

Artemis Hedrich (Technician Representative) • Caralie Heinrichs (Secretary) • Jessi Robinson (Website) • Mark Humphries (Trustees Representative) • Richard Bee (Advocacy) • Shawn Simpson (Communications) • Victoria Ho (Membership)

Thank you for your continued support

CONTACT

Manitoba Library
Association

606-100 Arthur St
Winnipeg, MB

mla.mb.ca

www.mla.mb.ca
secretary@mla.mb.ca

Follow up us on all your
socials!