

## Annual Report 2020

# Parkland Regional Library System

*Expanding opportunities for discovery, growth, and imagination for all Central Albertans*

The Parkland Library Board thanks our member municipalities and the Government of Alberta for continued funding. With your help we supported our 49 public libraries throughout the pandemic.

2020 was a challenging year for everyone; face masks and hand sanitizer became daily routines and libraries were mandated closed to the public along with many other services. Libraries responded and continue to adapt service to meet evolving community needs. Perimeter Wi-Fi access, curbside pickup, virtual programming, take-away craft kits, and increased digital content are some ways our libraries met the changing needs brought about by the COVID-19 pandemic.

## We Responded, We Innovated, We Adapted

Parkland stayed open to support our member libraries. We:



- Maintained all core services
- Increased eLibrary investment
- Increased communication
- Distributed masks for the GOA through libraries
- Installed 100+ computers
- Transitioned 37 libraries to SuperNet 2.0
- Increased digital collections by 20%
- Shared virtual resources for staff and patrons

## 2020 Impacts & Outcomes

- 25% increase in database use
- 47% increase in digital circulation
- 400% increase in remote support sessions
- Continued van deliveries to circulate library material
- 18 virtual meetings with libraries
- 59 updates delivered to stakeholders
- Website traffic increased by 7%



We delivered **59 email newsletters** to member municipalities and libraries between March and December.

*"The Parkland Updates were a lifeline!"* -PRLS library manager

We created a **COVID-19 Info** page on our website with current resources to support our members and the broader Alberta community. See it [here](#)

We reached out on **social media**, sharing online resources and supports for children, families, seniors, and workers. Followers increased by 25% and we averaged a **47% increase** in engagement.

*Strong Libraries, Strong Communities*

# Parkland Annual Report 2020



1st place winner

To keep people engaged with their libraries following physical closures, Parkland's Advocacy Committee held a **library card design contest** in July. We received over **100 submissions** from all ages across the whole region. The Advocacy Committee chose three winning designs through online, anonymized voting. These new cards were distributed to member libraries at the end of September.



3<sup>rd</sup> place winner



We cooperated with Yellowhead Regional Library, Peace Library System, and The

Alberta Library, to host our first **joint virtual conference**, *Stronger Together*, on October 1 & 2. A tremendous success, we encouraged and educated **1,155 international registrants**.



You can stay up-to-date by visiting our website, [www.prl.ab.ca](http://www.prl.ab.ca), or follow us on **Facebook**, **Twitter**, and **Instagram**

Parkland headquarters completed construction and moved into a **new building**, on time, within budget, and without service disruption, during a pandemic! Still located in the City of Lacombe, this is the first time Parkland has moved to a new site in in our 60-year history.

## Contact Us:

### Parkland Regional Library System

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**Board Chair** Debra Smith  
**Vice Chair** Janine Stannard

#### Executive Committee

Debra Smith (Chair)  
Janine Stannard (Vice Chair)  
Kevin Ferguson  
Bruce Gartside  
Philip Massier  
Ray Olfert  
Jas Payne  
Leonard Phillips  
Heather Ryan  
Cindy Trautman

#### Advocacy Committee

Gord Lawlor (Chair)  
Norma Penney (Vice Chair)  
Jeanny Fisher  
Barb Gilliat  
Cora Knutson  
Stephen Levy  
Bill Rock  
Debra Smith (ex officio)  
Janine Stannard  
Shannon Wilcox

**Director** - Ron Sheppard (ext. 230)  
**Manager of Library Services**  
Colleen Schalm (ext. 221)  
**Manager of Finance & Operations**  
Donna Williams (ext. 141)  
**Manager of Technology Infrastructure**  
Tim Spark (ext. 212)  
**IT Helpdesk** – (ext. 600)



2<sup>nd</sup> place winner

Complete Board and Municipality list [here](#).



*Parkland Regional Library System is a municipal co-operative that supports 49 public libraries across central Alberta, serving over 220,000 residents in 64 municipalities*

\*Statistics based on 2020 Annual Report to PLSB Municipal Affairs

*Strong Libraries, Strong Communities*