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Laying Out the Welcome Mat

Asset Mapping to Better Serve the Immigrant Community
## Community Engagement

<table>
<thead>
<tr>
<th>GIVING INFORMATION</th>
<th>GETTING INFORMATION</th>
<th>ENGAGING</th>
<th>PARTNERING / COLLABORATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>The library plans services and informs the public</td>
<td>• library booths&lt;br&gt; • outreach programs&lt;br&gt; • Promotions</td>
<td>The library asks the community what it wants</td>
<td>• surveys&lt;br&gt; • polls&lt;br&gt; • feedback forms&lt;br&gt; • focus groups&lt;br&gt; • public meetings</td>
</tr>
</tbody>
</table>

*adapted from Public Involvement Continuum in [Community-Led Libraries Toolkit](#)
Community engagement shifts discussions...

**From:** Information out regarding current library services (e.g. marketing, internally generated programs etc.)

**To:** Asking questions to discover community assets, needs, determining library role, etc...
# Community Entry Techniques

<table>
<thead>
<tr>
<th>Third Party Facilitation (Service Provider Coordinators)</th>
<th>Door-to-Door Neighbourhood Walkabout (Community Members)</th>
<th>Word-of-Mouth (Individual)</th>
<th>Community Events and Meetings</th>
<th>Outreach Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Meet individuals using service</td>
<td>-NOT about promotion</td>
<td>-Introduction through another community member (e.g. parents using library for children)</td>
<td>-Question who you will or have met with</td>
<td>-Limit use</td>
</tr>
<tr>
<td>-Consult and collaborate with service providers</td>
<td>-Gather their impression of library services / barriers</td>
<td>-Follow-up essential</td>
<td>- Visibility is of primary importance</td>
<td>-Sets up dynamic of expert vs. learner</td>
</tr>
<tr>
<td>-Clearly identify yourself</td>
<td>-Initiate conversations about individuals, library, and community</td>
<td></td>
<td></td>
<td>-Community members / staff may expect due to previous experiences</td>
</tr>
</tbody>
</table>

*see additional information on techniques, beginning on p. 37 [Community-Led Libraries Toolkit](#)*
Why asset mapping?

- Creates relationships with community organizations and their clients
- Can help determine program and service needs of community members
- Increased staff awareness of community organizations
- Avoids duplicating services already provided in the community
- Can identify underserved groups which may require different or additional library resources
- Leverages partnerships for programming and other library services
- Can help in identifying barriers to library use
Purpose

The primary purpose for **asset mapping** is to provide the library system with community based information and feedback, to be used for internal service review, development and prioritization.
What is asset mapping?

- Beyond a directory
- Interaction outside the branch
- Questions leading to a conversation
Asset Mapping

**Identification**
- Use conventional sources (lists)
- Expand to include referrals from community members
- Walk neighbourhood
- Where neighbourhood members go "library will go"

**Contact**
- Telephone to set up initial contact
- Visiting in person (allows you to identify strengths and weaknesses / extent of community isolation / explain asset mapping process)
- Establish relationship with service provider
- How does it 'feel' entering the space, see programs in action, how they interact with public?
- Can you interact with clients?
- Recommendations for other places to visit?
- What resources/organizations do people access within branch catchment / outside of catchment?

**Who to Include?**
- Think about community needs / library objectives
- Which group is the branch targeting? (Adults, youth, older adults etc.)
- Community leaders
- Clubs and associations
- Government Agencies
- Faith groups
- Food banks
- Other community gathering places
Community Asset Mapping Template

https://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2018-07/asset-mapping-template.docx
Asset Mapping

Branch staff gather, learn and share community resource information

Develop Strong and Sustained Relationships

Information gathered in community/from community

Community profile:
- Needs
- Aspirations, Assets, and Challenges
## Service Planning

<table>
<thead>
<tr>
<th>COMMUNITY ASSESSMENT</th>
<th>NEEDS IDENTIFICATION</th>
<th>SERVICE PLANNING</th>
<th>SERVICE DELIVERY</th>
<th>EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TRADITIONAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff review:</td>
<td>Staff identify service gaps</td>
<td>Staff consult other staff and literature to develop response</td>
<td>Staff deliver service</td>
<td>Staff review: feedback forms, program attendance, collection use</td>
</tr>
<tr>
<td>• demographic data</td>
<td>• surveys</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• use statistics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>COMMUNITY-LED</strong></td>
<td>Develop relationships with community members</td>
<td>Discussions lead to hearing community priorities</td>
<td>Community generates ideas. Staff act as partners and facilitators</td>
<td>Service delivered by staff and community members</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Staff discuss impact on community &amp; seek input from partners</td>
</tr>
</tbody>
</table>

*adapted from [Community-Led Libraries Toolkit](#)
What We Heard?

- Unaware of or hard to understand library services
  - Language Barriers / Work / Volunteering
- Integration Activities
  - Two way interactions
  - Isolation (women, youth, seniors)
- Programs and services
- Not meeting need (e.g. time), not targeting interests
- Gaps (e.g. No ESL for Elementary Aged Children)
Asset Mapping in Action

The Development of Newcomer Services at Halifax Public Libraries

Photos used with permission from Halifax Public Libraries
A Snapshot of Local Immigration Trends

- Halifax Regional Municipality is home to about 83% of all immigrants to Nova Scotia, which receives 1.58% of all immigrants to Canada.

- The number of landed immigrants and permanent residents in 2016 in Nova Scotia was 6.1% of the total population (about 2500 per year).

- From 2011-2016, the top three source countries for immigrants to Nova Scotia were the Philippines, United Kingdom and China.
A Snapshot of Local Immigration Trends

- During the same 5-year period, 7.5% (885) of the immigrants came from Syria.

- In 2016, 1875 refugees, (Syrian and non-Syrian) arrived in the province. 1795 of these came to Halifax. Our normal number of refugees arriving annually is approximately 200-300.
Immigrant Services at Halifax Public Libraries - Where we started

- English Language Learning Program
- 2010-2013 Immigrant Service Plan
- Opening Doors Project – 2012-2013
Key Project Outcomes And Activities

- Library collection development
- **Access** to community information
- Ability to **navigate library services**
- **Space** for integration activities
- **Relationships** formed between library staff and community members
- Staff develop **increased capacity to serve** immigrant community members
100% Community-Led Project

Community Advisory Group and sub-committees

Photo used with permission from Halifax Public Libraries
Our Results – Programs and Community Connections

- Women’s Knitting Group
- Community Visits to the library
- Multi-lingual Computer classes
- The Art of Belonging
- Immigrants’ Culture Week/Cultural Showcase
Other Project Results

- Multi-lingual Rack Cards
- Staff Training Sessions
- Collection Development Initiatives
- *Welcome to the Library* video
- Website Development
Post-project: Building Sustainability

- Permanent staff positions
- Funding support to maintain and develop programs/ community connections
- Partnerships – SMU, ISANS etc.
- Expanding promotions
Community Quilt Project

Photos used with permission from Halifax Public Libraries
What We’ve Learned

- Building funding capacity is critical – beyond grants
- Cultural attitudes to volunteering
- Importance of food!
- Outside funders can restrict participants
- Negative attitudes still exist
- It’s all worth it!
Syrian Refugees – Responding to Need

- Working with Partners
- Welcoming
- English Language Services
- Challenges
Current Initiatives

- ELL programming at 7 locations
- English Conversation Groups at 6 locations
- Teen Newcomer program at Keshen Goodman Library
- Women’s Knitting Group continues at Keshen Goodman
- Newcomer art workshops at Central Library
- Citizenship Preparation classes at Woodlawn Library
- Participation at community events and with service provider groups
Current Initiatives

- Staff speaking languages such as Arabic and Mandarin have been hired at specific branches
- Staff taking “Welcome Ambassador” training from ISANS and will be sharing with other staff
- Library is a partner in the Cultural Access Pass program for new citizens
- And....
Improved resources for newcomers on new library website

https://www.halifaxpubliclibraries.ca/browse/newcomers/
What’s Next?

▪ Increase numbers and visibility of multi-lingual staff

▪ Offering Food Safety course for newcomers in Fall of 2018

▪ Improve employment and volunteer opportunities for newcomers

▪ Make basic library information available in other languages
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