

The logo consists of four colored squares (green, blue, pink, and blue) arranged in a 2x2 grid.

Halifax Public Libraries



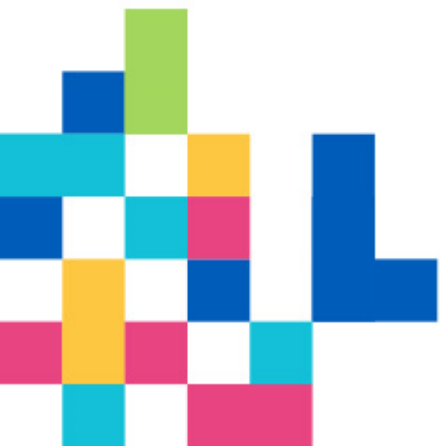
Amanda Fullerton
Manager,
Eastern Shore &
Musquodoboit Valley
Library Service



Heather MacKenzie
Manager,
Diversity Services

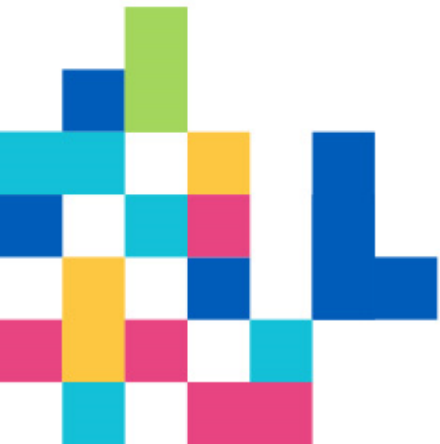


Kenneth Williment
Branch Manager,
Sackville Public
Library and Acting
Manager, Tantallon
and Hubbards



Laying Out the Welcome Mat

Asset Mapping to Better Serve the
Immigrant Community



Community Engagement

GIVING INFORMATION	GETTING INFORMATION	ENGAGING	PARTNERING / COLLABORATING
<p>The library plans services and informs the public</p> <ul style="list-style-type: none">• library booths• outreach programs• Promotions	<p>The library asks the community what it wants</p> <ul style="list-style-type: none">• surveys• polls• feedback forms• focus groups• public meetings	<p>The library involves community in planning library activities</p> <ul style="list-style-type: none">• advisory panels• community panels	<p>Active engagement with organizations/ service providers and community members in planning/designing/ delivering library services</p> <ul style="list-style-type: none">• community-led service planning

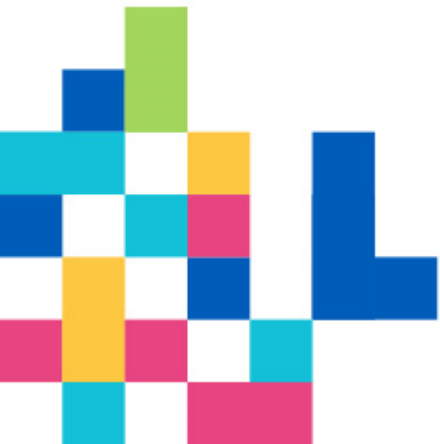
*adapted from Public Involvement Continuum in [*Community-Led Libraries Toolkit*](#)



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

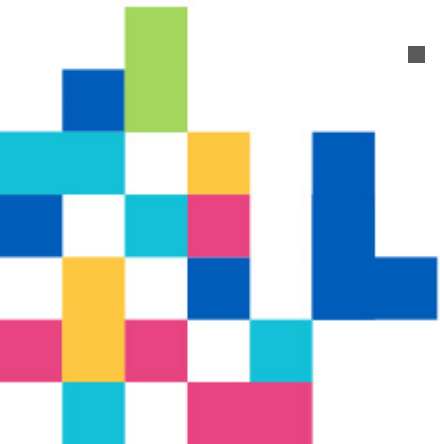
Third Party Facilitation (Service Provider Coordinators) -Meet individuals using service -Consult and collaborate with service providers -Clearly identify yourself	Door-to-Door Neighbourhood Walkabout (Community Members) -NOT about promotion -Gather their impression of library services / barriers -Initiate conversations about individuals, library, and community	Word-of-Mouth (Individual) -Introduction through another community member (e.g. parents using library for children) -Follow-up essential	Community Events and Meetings -Question who you will or have met with - Visibility is of primary importance	Outreach Activities -Limit use -Sets up dynamic of expert vs. learner -Community members / staff may expect due to previous experiences
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*see additional information on techniques, beginning on p. 37 [Community-Led Libraries Toolkit](#)



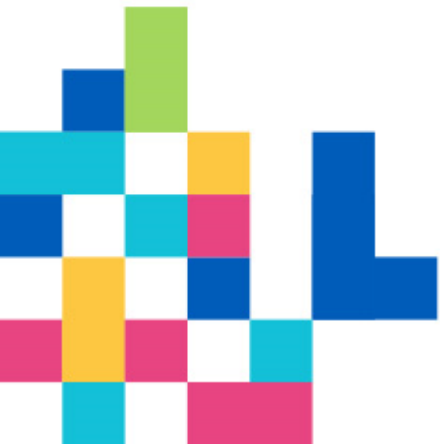
Why asset mapping?

- **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



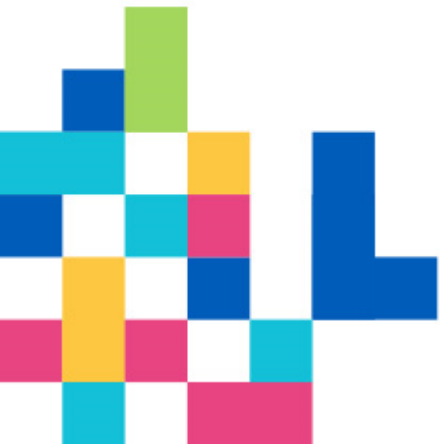
Purpose

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.

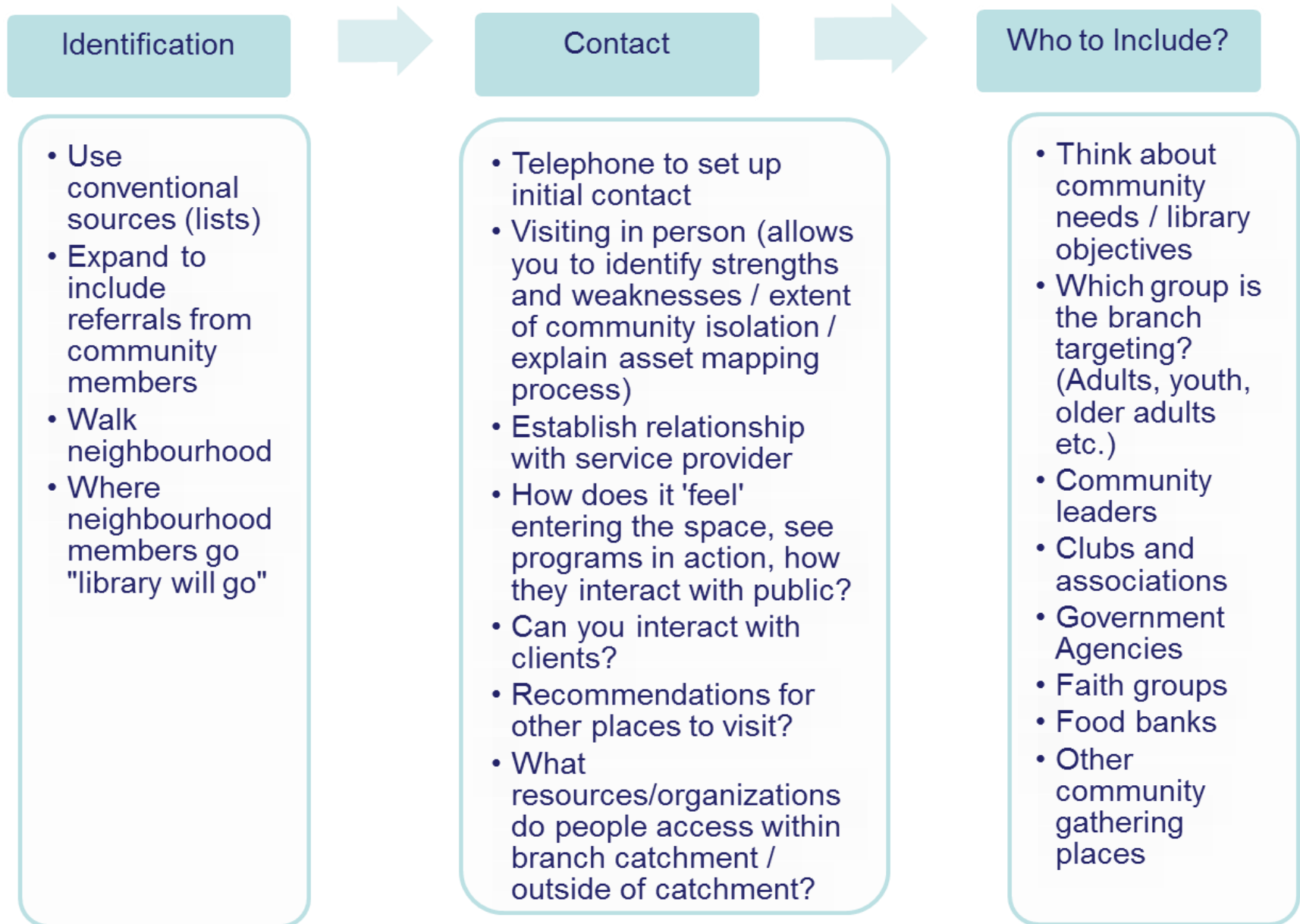


What is asset mapping?

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



Asset Mapping



Community Asset Mapping Template

COMMUNITY ASSET MAPPING TEMPLATE	
Organization Name	
Data collected by	
Date:	
Updated:	
Address	
Hours of operation	
Contact Person	
Phone	
Fax	
Email address	
Website	
Organization History	
Organization Purpose	
Programs and Services	
Types of Users	
Number of users	
Staff (number of positions, etc.)	
Challenges (faced by organization and clients/members)	
Asset Map	Page 1

Current use of library	
Perceptions of library	
What could the library be doing for you? (your clients and community)	
Potential partnerships or ways we can work together	
Additional Question(s)	
Notes (staff notes on impacts on library service, potential partnerships, barriers to service)	
Updates (note any further contact or activities with organization; include date and staff initials)	
Template created 08/14 Revised 20/4/15	
Asset Map	Page 2

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

Asset Mapping

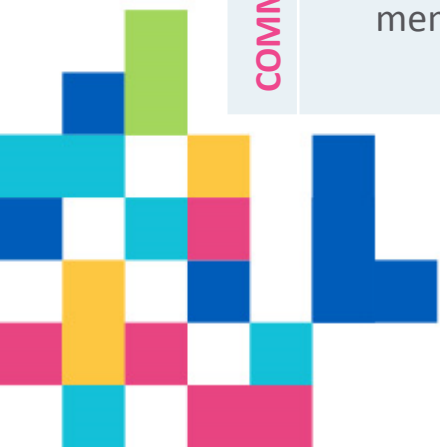
Develop
Strong and
Sustained
Relationships



Service Planning

	COMMUNITY ASSESSMENT	NEEDS IDENTIFICATION	SERVICE PLANNING	SERVICE DELIVERY	EVALUATION
TRADITIONAL	Staff review: <ul style="list-style-type: none"> • demographic data • surveys • use statistics 	Staff identify service gaps	Staff consult other staff and literature to develop response	Staff deliver service	Staff review : <ul style="list-style-type: none"> • feedback forms • program attendance • collection use
COMMUNITY-LED	Develop relationships with community members	Discussions lead to hearing community priorities	Community generates ideas. Staff act as partners and facilitators	Service delivered by staff and community members	Staff discuss impact on community & seek input from partners

*adapted from [Community-Led Libraries Toolkit](#)



Settlement and
Integration

English
Courses

Work in
Nova Scotia

Volunteer and
Community

Business
Development

Internationally
Educated
Professionals



Welcome!
Benvenuti
Dobrodošli

Soo Dhawow
Bem-vindo
Hosgeldiniz

¡Bienvenido!
Bienvenue
Witamy!

Добро пожаловать
Ласкаво просимо
ΚΑΛΩΣΟΡΙΣΤΕ

ਜੀ ਮਾਇਮਾ
أهلاً وسهلاً



*The YMCA of Greater
Halifax/Dartmouth*



Home

Families

Adults

Youth / Children

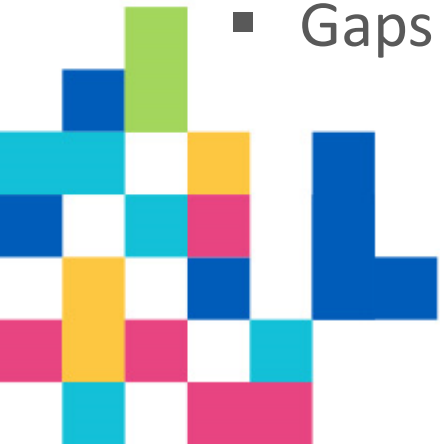
Metro-Region Immigrant Language Services

Serving Nova Scotia



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

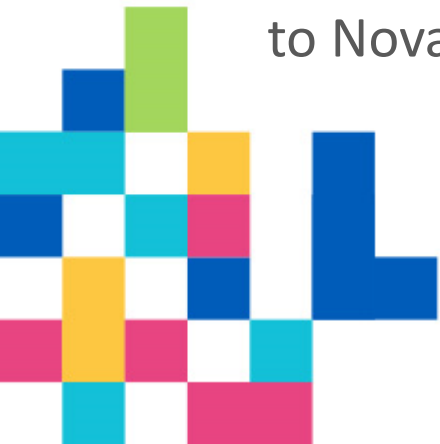
The Development of Newcomer Services at Halifax Public Libraries



Photos used with permission from Halifax Public Libraries

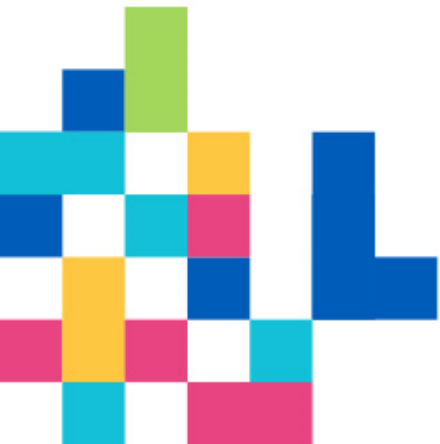
A Snapshot of Local Immigration Trends

- 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.

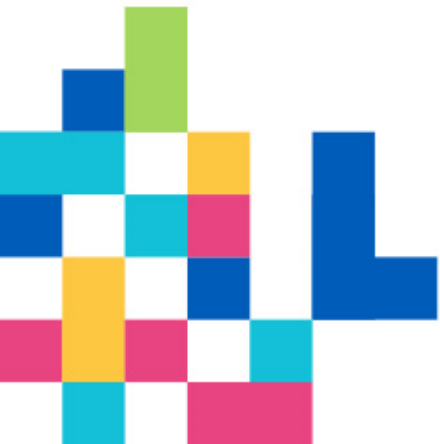


Immigrant Services at Halifax Public Libraries - Where we started

- English Language Learning Program
- 2010-2013 Immigrant Service Plan
- Opening Doors Project – 2012-2013



Photo used with permission from Halifax Public Libraries



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

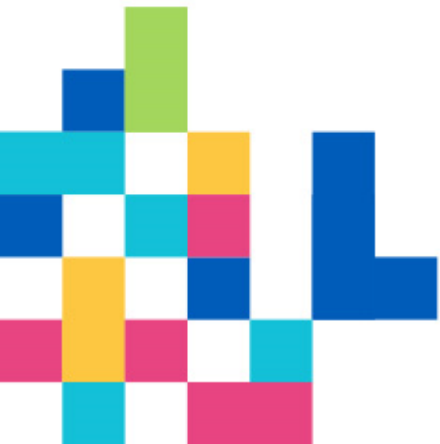


100% Community-Led Project

Community Advisory Group and sub-committees

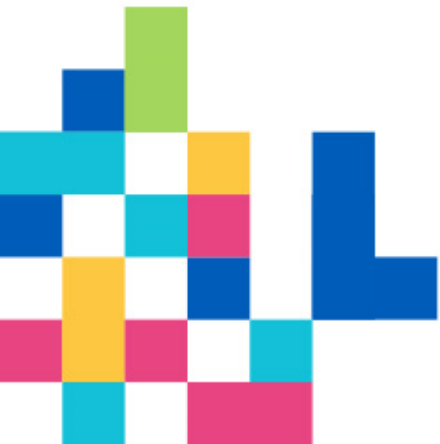


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Our Results – Programs and Community Connections

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

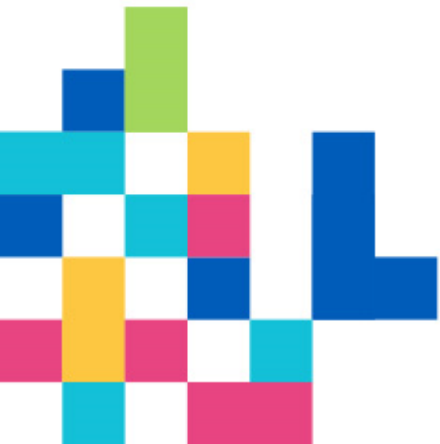


Other Project Results

- Multi-lingual Rack Cards
- Staff Training Sessions
- Collection Development Initiatives
- [Welcome to the Library](#) video
- Website Development

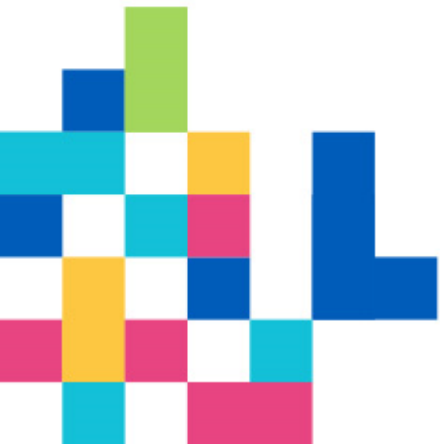


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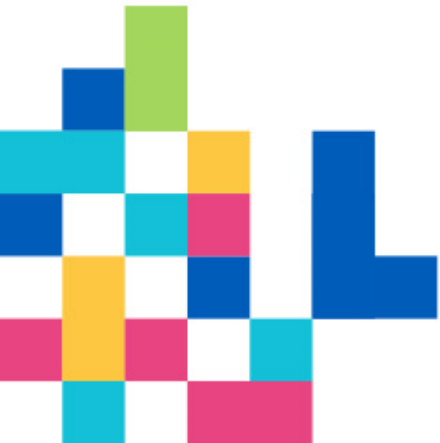


Post-project: Building Sustainability

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

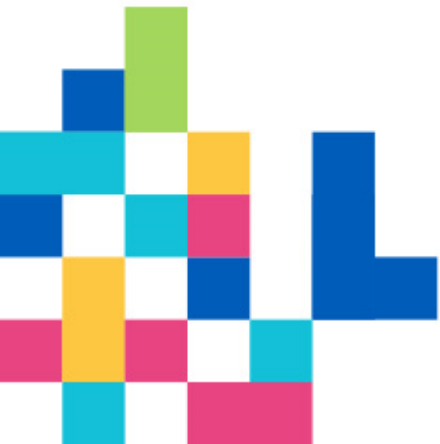


Community Quilt Project



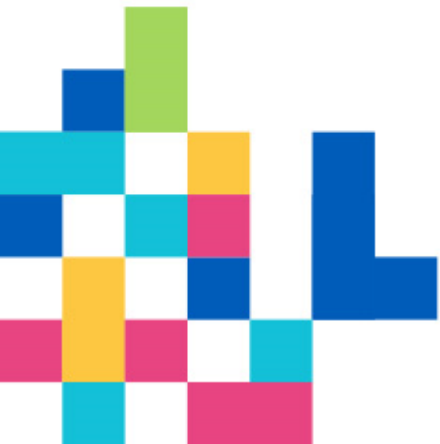
What We've Learned

- 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!



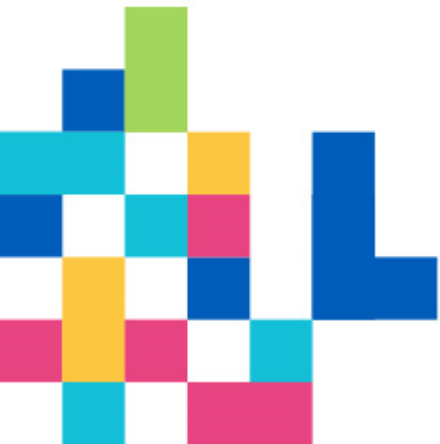
Syrian Refugees – Responding to Need

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



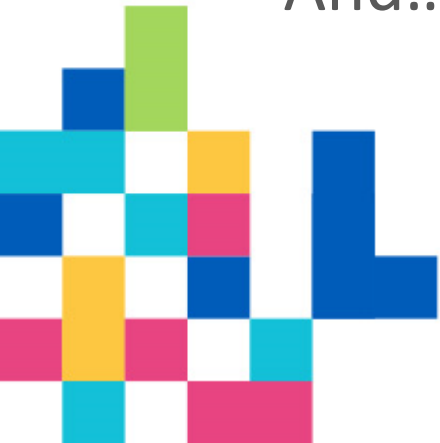
Current Initiatives

- 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....



We've improved our website to help you discover all the things you love, as easily as you do at the Library! Share your [feedback](#).

Newcomers 

Welcome

Learn English

English Language Learning

English Conversation Groups

Cultural Access Pass

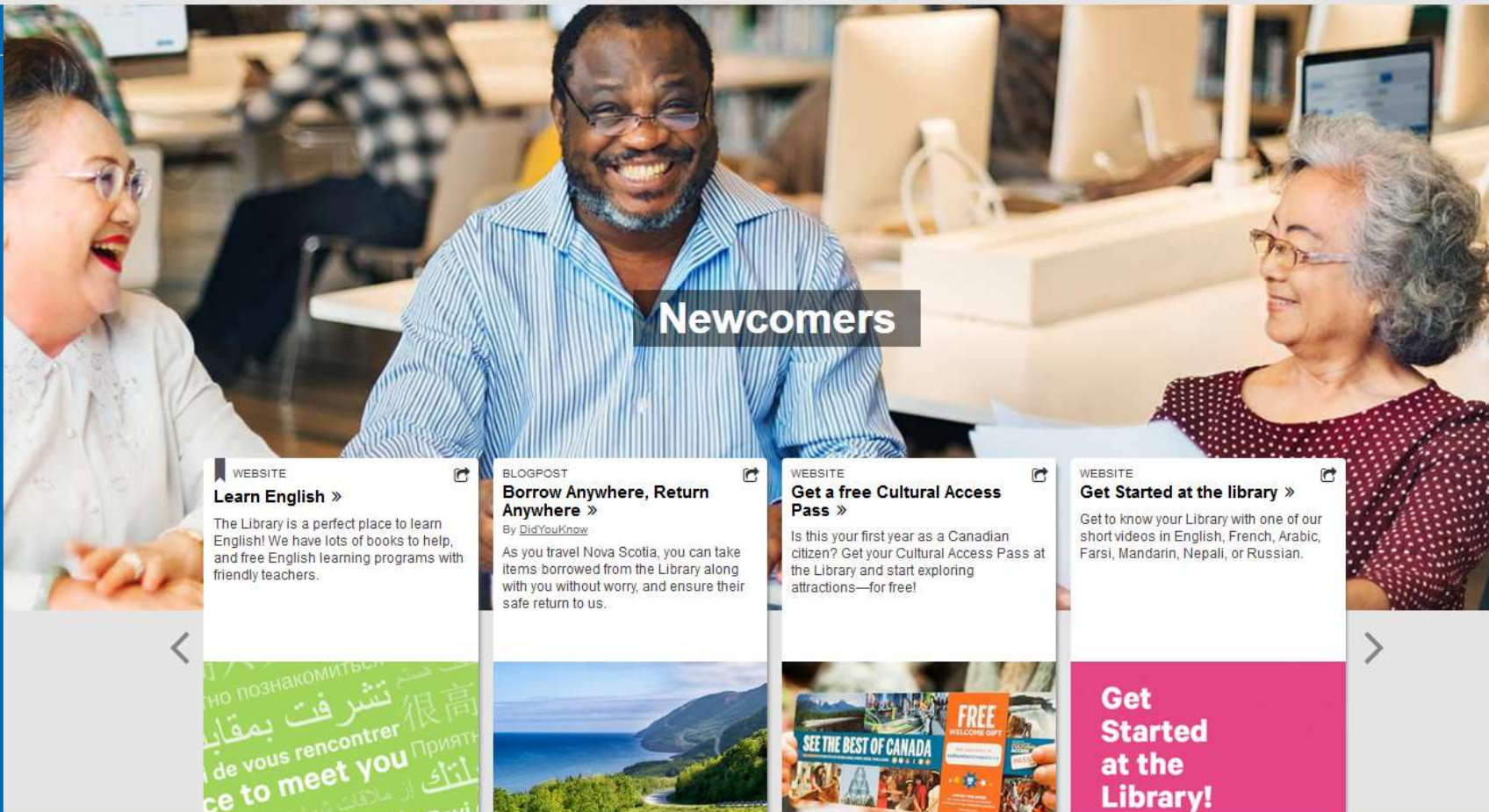
RELATED LINKS

Items in your Language

Find an Item

English Language Learning Volunteers

English Conversation Group Volunteers



Newcomers

WEBSITE

Learn English »

The Library is a perfect place to learn English! We have lots of books to help, and free English learning programs with friendly teachers.

BLOGPOST

Borrow Anywhere, Return Anywhere »

By [DidYouKnow](#)

As you travel Nova Scotia, you can take items borrowed from the Library along with you without worry, and ensure their safe return to us.

WEBSITE




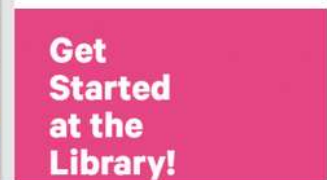
Get a free Cultural Access Pass »

Is this your first year as a Canadian citizen? Get your Cultural Access Pass at the Library and start exploring attractions—for free!

WEBSITE

Get Started at the library »

Get to know your Library with one of our short videos in English, French, Arabic, Farsi, Mandarin, Nepali, or Russian.

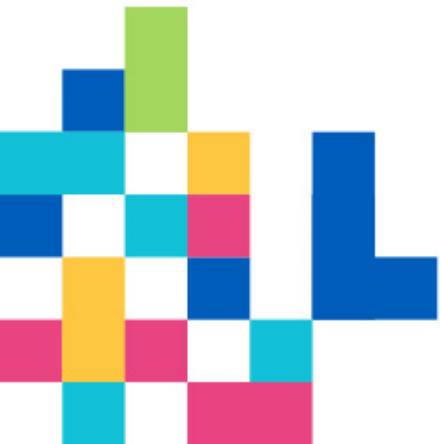





- Improved resources for newcomers on new library website

<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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Amanda Fullerton

Manager,
Eastern Shore &
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Library Service

fullera@halifax.ca



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