

# Winnipeg Public Library

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**World Languages Collection  
(Formerly Multilingual Collection)**  
Final Report

January 31, 2020

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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# INTRODUCTION AND BACKGROUND

The following is the final report for the Winnipeg Public Library's world languages collection (formerly the multilingual collection) study.<sup>1</sup> This report includes a summary of the key findings and challenges with respect to the current state of the collection. Further details can be found in the interim report, *State of Collections and Key Findings Report* appended to this document. This final report also includes identified challenges and a series of recommendations and strategies that addressed these challenges to ensure the collection remains relevant, accessible and sustainable.

Also included in this final report and appended to this document is the Community Engagement Strategy and the Promotional Guide both developed and previously delivered to the WPL as part of the overall study.

## GOALS OF THE STUDY

The Winnipeg Public Library (WPL) embarked on an exciting and important initiative to study and assess its World Languages collection. The goals of this study are as follows:

- Establish best practices for a world languages collection;
- Ensure the world languages collection is relevant, accessible and used to:

- Improve discoverability of WPL's world language collection;and
- Ensure that WPL's world languages collection best meets the needs of the Winnipeg community within the scope of its budget

WPL retained Lord Cultural Resources to conduct the study to first assess WPL's World Languages Collection (formerly the multilanguage collection) and to make recommendations that will meet the goals of the study.

## ABOUT THIS REPORT

This final report summarizes all of the work and material produced throughout this study and organized as follows:

- **Chapter One** – an introduction and background that describes the methodology and work undertaken to complete the study;
- **Chapter Two** – summarizes the current state of the world languages collection;
- **Chapter Three** – includes the recommendations and strategies that help WPL move the collection forward.
- **Appendix A:** cataloguing cost estimates .

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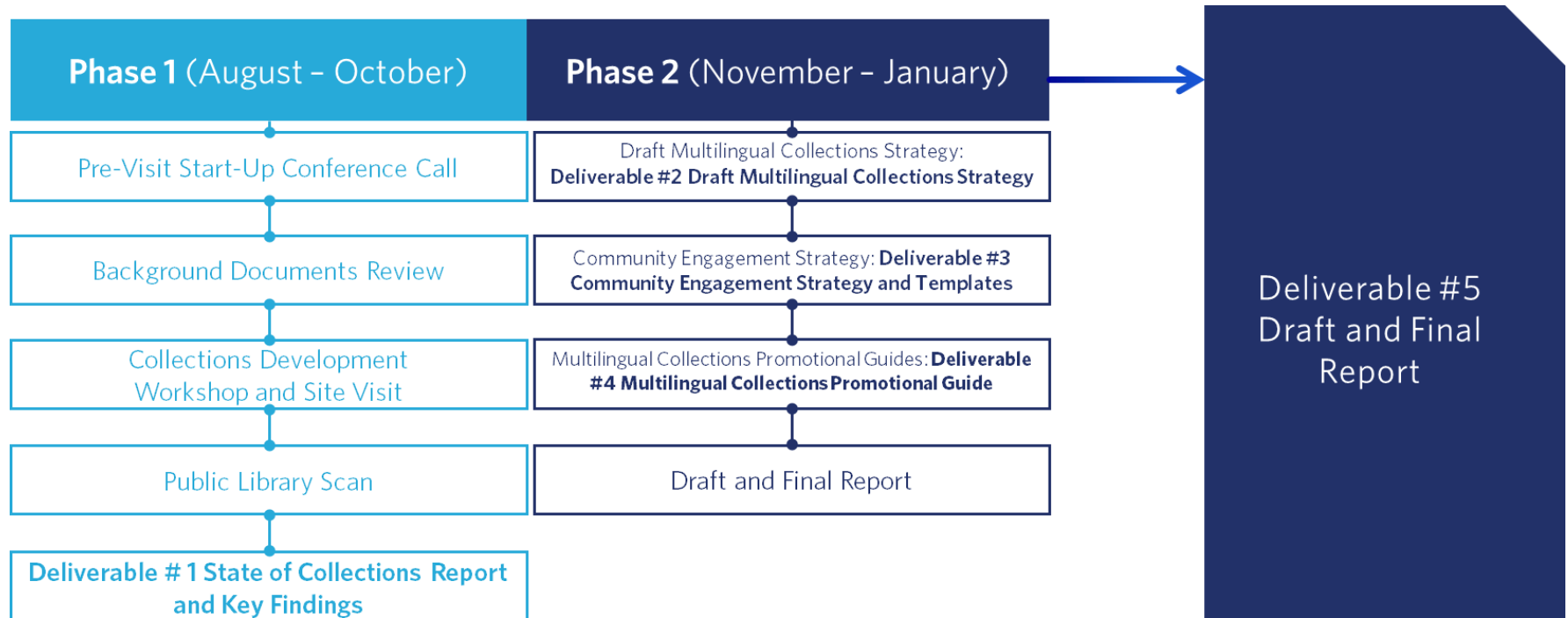
<sup>1</sup> At the time of the commissioning of this study, the collection was known as the multilingual collection. The study, therefore, was

referred to as the Multilingual Collections Study and some of the interim reports included in this document reference the former name.



## STUDY PROCESS

The following diagram illustrates the study process undertaken by the consultant team and the Winnipeg Public Library resulting in this final report.



# STATE OF COLLECTIONS, VISION AND KEY FINDINGS

A thorough review of the current state of the collection was conducted. Through site visits, background review, a workshop with WPL staff, management, Board and external stakeholders and an analysis of six other library systems in Canada, an overarching vision was developed and key findings were determined.

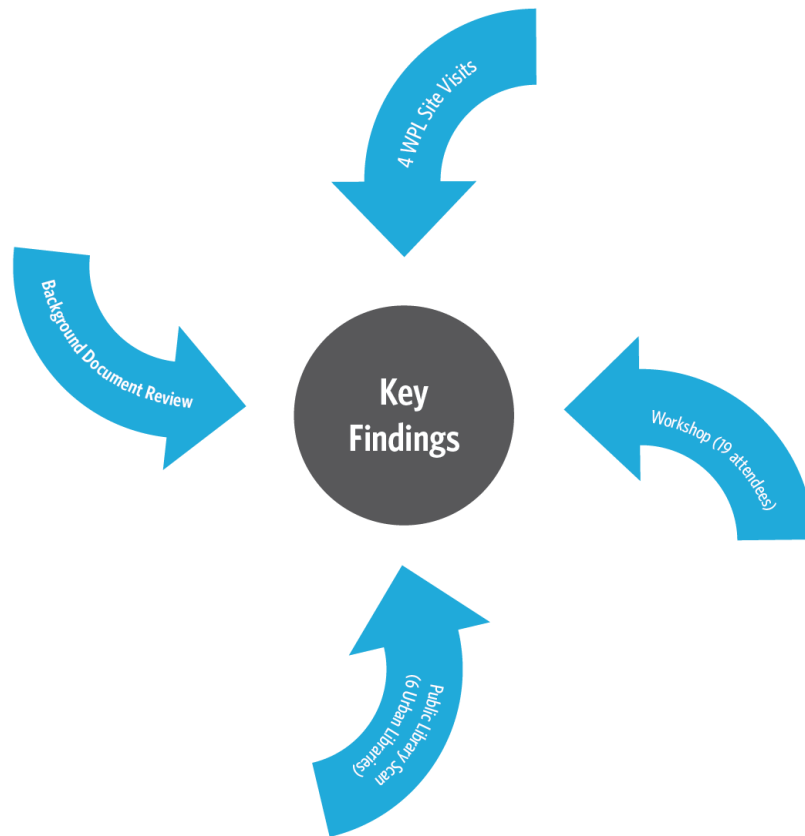
## VISION

**In 2025 the WPL  
World Languages Collection  
will be....**

- **A fully catalogued and searchable collection.**
- **Reflective of the neighbourhood language demographics of Winnipeg, and responsive to the needs and use of those communities.**
- **Accessible, diverse, and relevant.**
- **Well promoted and known in Winnipeg’s diverse communities.**
- **Include a variety of formats, both physical and digital.**
- **A vital source for Winnipeggers to learn, and maintain languages, other than Canada’s official languages.**

## KEY FINDINGS

Based on the above vision, together with comparables and other research, the following key findings were determined:



1. A fully catalogued collection by item/title is critical for the efficient management, use and analysis of the multilingual collection.
2. Cataloguing as well as in-library signage should ideally be in English as well as the language of origin both transliterated and original script.
3. Libraries are actively engaging in greater outreach with their multilingual communities to develop and monitor the collection.
4. While Toronto and Vancouver are relying less on ARP for collection development and using in-house multilingual staff resources to source and evaluate collections, library systems comparable in size to Winnipeg are moving to predominantly ARP for collections development.
5. Libraries actively engage in weeding their collections. They want the newest books on the shelves.
6. Libraries are opting for fewer languages with larger collections for each language rather than more languages with fewer items.
7. Finding suitable vendors for multilingual collections is a challenge for the libraries, particularly for digital collections.
8. Libraries conduct statistical analysis of both language demographics and collection circulation on an annual basis to ensure strategic choices in collection development and distribution.

These key findings were critical to understand the current state and challenges with the collection. They further help to inform recommendations and strategies going forward to achieve the stated goals for the collection outlined in the following chapter.

# WORLD LANGUAGES COLLECTION STRATEGY

## KEY CHALLENGES

Based on the key findings stated in the previous chapter, we identified the following four key challenges WPL is currently facing with respect to its World Languages Collection.

### 1. CATALOGUING

The Library currently does not catalogue its multilingual collection by item/title. WPL minimally processes the items it receives by category only. Without a catalogued collection, the Library is unable to accurately assess its multilingual holdings and therefore unable to gauge circulation and turnover of items in the collection. The lack of a library catalogue also makes the collection only accessible by in-person browsing at Centennial Library, and at branch libraries with deposits.

### 2. ACCESSIBILITY

There is limited access to the world languages collection both online and in branch. Library customers are unable to search titles online due to the lack of cataloguing and therefore cannot place holds on titles. Customers must go to Centennial Library or individual branches to find their language of choice and then browse manually for a title of interest. Further, branch signage for the multilingual collection is in English only and therefore challenging for non-English speakers to search for a book.

### 3. COLLECTION

Compared to other library systems, WPL maintains a world languages collection with more languages than any of the others including two of the largest library systems in the country. The challenge is balancing quality and selection with the number of multilingual communities served. What is the right number of languages to hold for the WPL for its community? Further the Library does not have a systematic approach for either “weeding” or building the collection.

### 4. OUTREACH

WPL does not actively engage with its multilingual community in Winnipeg. Greater outreach, engagement and promotion will help the Library respond to the needs and wants of diverse users, ensure awareness of the collection offerings, and to ultimately build a world languages collection with high use and circulation.

## STRATEGIC RECOMMENDATIONS

The following strategic recommendations respond to and address the key challenges which emerged as result of the findings of the *State of Collections and Key Findings Report*. We have identified nine strategic recommendations within three practice categories. We have also developed twenty-three action items to accomplish each of these strategic recommendations.

### 1. Collection Development

1.1

Define and Determine Language Collection Priorities

1.2

Create New Acquisition Processes

1.3

Pursue Alternative Revenue Sources

### 2. Collection Management

2.1

Fully Catalogue Collection

2.2

Implement Alternative Distribution of Collection

2.3.

Systematize Monitoring and Evaluation of Collection

### 3. Access and Outreach

3.1

Improve Signage, Wayfinding and Online Experience

3.2

Develop and Utilize Staff Resources

3.3

Promote Collection

# 1. COLLECTION DEVELOPMENT

## 1.1 DEFINE AND DETERMINE LANGUAGE COLLECTION PRIORITIES

### A. Identify criteria for adding and removing languages to and from the collection.

- i. Adding new languages and removing languages from the World Languages Collection should be based, in part, on the number of mother-tongue speakers in Winnipeg in any particular language. We recommend the threshold be 1,000 or greater speakers of a mother tongue language. While this count is lower than what we observed when examining other libraries, we recommend 1,000 speakers as an initial threshold as the Library adjusts to a comfortable starting point.

This 1000 speaker threshold is based on lessons learned from other public libraries, with an eye to the sensitivity of removing existing languages. Edmonton's Public Library has a threshold of 2000 speakers, for example Applying this standard would result in only 18 languages at WPL. We believe that from a community relations perspective a reduction in languages offered by greater than 50% is not advisable, therefore we established 1000 as a reasonable threshold. We recommend considering raising this threshold in the future if WPL does not meet the use criteria below.

- ii. Access to reputable and readily available vendors should be a consideration when maintaining or adding a language to the collection.

- iii. The circulation of any one language should be no less than 1% of the total annual circulation of the entire Library collection. The Library should institute these criteria for as long as it continues to not catalogue by title. Cataloguing by title is a recommendation in the following section.
- iv. If and when the Library catalogues by title, the 1% rule, as outlined above, should continue to be implemented this together with evaluating circulation based on turnover rate. We recommend that WPL weeds any titles catalogued with a less than a 2:1 ratio of turnover from the collection

### B. Reduce number of languages

We recommend a reduction in the total number of languages WPL currently has in its World Languages Collection. Based on comparisons of other libraries examined, our observation of current operations and the criteria outlined in Action Item 1.1.A, we recommend a reduction of languages to 25 (24 if we consider Mandarin and Cantonese to be one language collection under the category of Chinese) from the current 45.

The following are the languages we recommend the Library include in its collection assuming these languages are readily available through reputable vendor distribution channels:

1. Amharic
2. Arabic
3. Bengali
4. Cantonese
5. Dutch
6. Farsi
7. German
8. Greek



9. Gujarati
10. Hindi
11. Italian
12. Japanese
13. Korean
14. Mandarin
15. Polish
16. Portuguese
17. Punjabi (Panjabi)
18. Russian
19. Somali
20. Spanish
21. Tagalog
22. Tamil
23. Ukrainian
24. Urdu
25. Vietnamese

The Library should donate any items it removes from the collection to a local community group, or social service organization. Books removed from the collection could also be included in the Library's annual book sale.

This list does not include Indigenous languages, which we encourage the Library to catalogue per the recommendations in the Collections Management theme. WPL will continue to collect materials in Indigenous languages as part of its Indigenous Resource Collection. However, to increase accessibility to these materials, WPL should cross-reference, make available and promote Indigenous language material online both with the World Languages Collection and within the Indigenous Resources Collections. The physical collection will continue to be shelved with the Indigenous Resource Collection but discoverable online with both the World Languages Collection and the IRC.

### C. Determine minimum collections size

We recommend a minimum collection size for all languages of 400 items. Wherever possible we recommend that the Library represent any language within the World Languages Collection across all categories:

- Adult Fiction
- Adult Non-Fiction
- E-books
- Juvenile Dual Language
- Juvenile Single Language

## 1.2 CREATE NEW ACQUISITION PROCESSES

### A. Use ARP and require MARC records for all purchases

Purchase all books through ARP services which provide complete MARC records for books. Where possible, use original script records and transliteration data.

### B. Institute physical donation policy

We recommend that all used items donated to the Library should go directly to the WPL book sale. If the Library adopts this policy, it should clearly communicate the policy to those who are donating.

The Library should only accept new books into the collection and only by known organizations, institutions or government entities such as foreign consulates.

## 1.3 PURSUE ALTERNATIVE REVENUE SOURCES

### A. Encourage financial gifts, donations, and other forms of contributed income for the World Languages Collection

Work with the Winnipeg Library Foundation and Winnipeg Public Library Board to establish direct funding programs including sponsorships and CSR initiatives specifically for the World Languages Collection.

The below list identifies some CSR programs which may align with the needs of WPL as they relate to the World Languages Collection

- Wawanesa Insurance
- Great-West Life Assurance Company/ Canada Life
- Bison Transport

### B. Pursue alternative grant opportunities

Consider applying for additional funding to support the World Languages Collection through grants programs. Below is a list of some granting programs which may align with the needs of WPL as they relate to the World Languages Collection:

- Canadian Heritage- Aboriginal People's Program - Aboriginal Languages Initiatives
- Better World Books- Literacy Grants for Libraries (Applications open late February 2019)

## 2. COLLECTION MANAGEMENT

### 2.1 FULLY CATALOGUE COLLECTION

#### A. Ensure the Library fully catalogues the collection at the item level

In Section 1.2 we have recommended that the Library purchase new acquisitions with MARC records in order to catalogue them. To facilitate more efficient management of the existing collection and ensure full accessibility, WPL should catalogue the collection at the item level.

1. Catalogue all books currently in the collection through third party cataloguing, except where on-staff librarians have the language capacity to complete.  
*or*
2. Catalogue books currently held in the collection over a three-year period, beginning with the most circulated languages.  
*or*
3. Do not catalogue current collection, proceed with only purchasing materials with catalogue records moving forward.

#### B. Ensure collection is both searchable and holdable

Ensure that both original script and transliteration books are searchable and holdable through the online catalogue. We also recommend that the Library clearly indicates that its World Languages Collection includes material other than physical books in the online catalogue particularly audio-visual resources, including clearly denoting multiple language tracks where available

### 2.2 IMPLEMENT ALTERNATIVE DISTRIBUTION OF COLLECTION

#### A. Withdraw collection deposits

If pursuing option 1 or 2 for cataloguing the collection we recommend recalling items to Millennium in order to efficiently ensure that the Library concurrently catalogues all items within a language to ensure efficiencies in time and effort. The Library should distribute newly purchased and catalogued collections from Millennium via holds or requests to branches.

#### B. Floating World Languages Collection

We recommend a one-year pilot with a fully catalogued World Languages Collection as a floating collection in order to evaluate and monitor language use throughout the WPL system. This, together with census data, can help identify branches for “destination collections” explained more fully below.

#### C. Create “Destination Collections”

While all languages in the World Languages Collection should continue to be located at the Millennium Library, we also recommend the creation of “destination collections”. The Library should tie these collections to specific branches based on specific circulating languages and aligned with particular Winnipeg communities. These collections would form part of the branch collection and they would be searchable and holdable, system-wide. There are many advantages of a “destination collections” as they are creating capacity for duplicates of appropriate titles and help with the sometimes-difficult task of procuring enough current titles in some languages.

## 2.3. SYSTEMATIZE MONITORING AND EVALUATION OF COLLECTION

### A. Standardize World Languages Collection evaluation on an annual basis

Evaluate available data on the World Languages Collection use on an annual basis at least 1-2 months before the Library budget is set for the next fiscal year. Key metrics are as follows:

1. World Languages Collection circulation as a percentage of total collection circulation;
2. World Languages Collection turnover, compared to total collection turnover;
3. Percentage of each language circulation within World Language circulation;
4. Turnover of each language within the World Languages Collection;
5. Areas of growth and change over previous year;
6. Weeding of individual items based on turnover (preferably above 2:1 ratio);
7. Comparison of adult to juvenile circulation and turnover within each language.

### B. Use collection results to direct ARP for following year

We recommend using the results of the annual analysis to allocate the funds by language and category within the annual ARP purchases.

### C. Conduct additional analysis on a 5-year basis to coincide with updated census data

Statistics Canada carries out the Canadian census every five years. We recommend that the Winnipeg Public Library use the data release of new census data to analyze the growth of multilingual communities in Winnipeg. This data will allow WPL to identify any new language populations emerging over the previous five years and to use the identified thresholds to add or discontinue languages.

## 3. ACCESS AND OUTREACH

### 3.1 IMPROVE SIGNAGE, WAYFINDING AND ONLINE EXPERIENCE

#### A. Rename collection

We recommend renaming the Multilingual Collection to the “World Languages Collection”. Many of the libraries we examined refer to their multilingual collection as a world language collection as the term is more inclusive, welcoming and easier to understand.

#### B. Use dual language signage in all locations

All physical signage for languages in both Adult and Juvenile sections should be in both English, and the language in its original script. i.e. Russian | Русский. This would include aisle and shelf signage.

#### C. Online experience on par with physical experience

Items should be searchable online in both English and the language in its original script and possibly an English transliteration.

### 3.2 DEVELOP AND UTILIZE STAFF RESOURCES

#### A. Conduct staff audit of language skills

The Winnipeg Public Library should conduct a staff language audit to assess multilanguage skills and specific language competency profiles. This audit should capture the staff’s proficiency in reading, writing and speaking in English, French and other languages. Staff with multilanguage proficiencies is key to engage with Winnipeg’s diverse communities and WPL’s multilingual users.

We recommend using the census questions with respect to the level of language integration, i.e. mother-tongue, language spoken most at home, and knowledge of language, along with self-evaluation of skill sets. We encourage WPL to have its HR department include these questions and information for new hires as well to incorporate this information

#### B. Create and distribute staff resource list to all branches

Once the staff audit is complete, we recommend adapting the information into a staff resource list for digital and physical distribution to all branches. Ideally the Library will maintain the digital version of this list and update it with staffing changes and other information. This list will provide direction on where to reach staff members and when visitors require multilingual service assistance.

#### C. Engage staff in collection development

While the Library will develop the collection using ARP, staff with multilingual backgrounds can also recommend items, such as current popular books in the language they are knowledgeable about. This can be done through an update to the suggestion for purchase tool, and we recommend a quarterly reminder.

### 3.3 PROMOTE COLLECTION

#### A. Develop social media strategy for multilingual language collection

The Winnipeg Public Library should include the World Languages Collection on a monthly basis on both WPL's social media and email marketing platforms. We recommend developing a list of international holidays and language days that WPL can capitalize on to promote the World Languages Collection. i.e. Russian Language Day #RussianLanguageDay which people celebrate on June 6<sup>th</sup> each year, and February 21<sup>st</sup> International Mother Language Day #MotherLanguageDay.

The Library should develop social media posts to promote the collection in English, French and the original language through translation services, allowing for the broadest possible reach and referral of the languages available at WPL. We have provided a more fully detailed strategy in the *World Languages Collection Promotional Guide*.

We also recommend that WPL creates materials to promote the collection in audio-visual formats in order to inform those who may have limited literacy in their mother-tongue about the collection's offerings.

#### B. Establish partnerships with social service and cultural organizations in Winnipeg

Key to promoting the World Languages Collection is outreach to the language communities around Winnipeg. We recommend doing so through a variety of means. We will further expand these means in the *Community Engagement Strategy and Templates*. However, a key component of this outreach is establishing partnerships with social service and cultural organizations in Winnipeg such as the Philippine Canadian Centre of Manitoba, the Canadian Diversity Gardens, the Canadian Museum for Human Rights, the association of Russian Speaking Manitobans etc. These partnerships will help to expose the target audiences of WPL's collection to the available resources.

#### C. Empower staff and board members to serve as ambassadors

WPL's staff, friends, foundation and board members are the organization's strongest assets. Empowering these groups to act as ambassadors for WPL at large, and for the World Languages Collection specifically will contribute greatly to WPL's overall outreach and engagement efforts.



# APPENDIX A: CATALOGUING COST ESTIMATES

## LIBRARY SERVICE CENTRE

### BACKLOG

- \$2.50 for items already within the database, and \$15.00 for those the WPL needs to create
- The Library should do its initial search with ISBN`s against LSC database, MARC can return records quickly through this type of search
- For items not in database, LSC recommends shipping portions of collections on a mutually agreed upon timeline. They will ship back completed items. An alternative option is through scans of title page and version. LSC does not recommend this based on the quality of records that this produces. Additional charge to provide cover art for these materials (not quoted).
- These estimates do not include shipping.

### NEW MATERIALS

- \$5.00 for MARC records with original script, and \$3.00 for records without for newly purchased materials.
- The below table outlines the average selling prices for materials in each of the languages that WPL will continue to carry in its collections.

Language	ASP-Adult	ASP-Juv
Russian	\$ 23.00	\$ 20.00
Chinese	\$ 28.00	\$ 25.00
Punjabi	\$ 35.00	\$ 24.00
Spanish	\$ 32.00	\$ 25.00
Polish	\$ 36.00	\$ 29.00
Tagalog	\$ 23.00	\$ 22.00
Korean	\$ 34.00	\$ 33.00
German	\$ 26.00	\$ 21.00
Arabic	\$ 43.00	\$ 33.00
Vietnamese	\$ 26.00	\$ 22.00
Hindi	\$ 35.00	\$ 23.00
Japanese	\$ 34.00	\$ 34.00
Ukrainian	\$ 49.00	\$ 48.00
Urdu	\$ 39.00	\$ 26.00
Portuguese	\$ 47.00	\$ 32.00
Amharic		\$ 35.00
Somali		\$ 35.00
Farsi	\$ 40.00	\$ 33.00
Gujarati	\$ 35.00	\$ 23.00
Bengali		\$ 36.00
Tamil	\$ 34.00	\$ 22.00
Italian	\$ 33.00	\$ 26.00
Greek	\$ 31.00	\$ 31.00
Dutch		\$ 42.00
Periodicals	NA	NA

## OCLC CANADA

### BACKLOG

Original or Upgraded Cataloguing	Price*	Notes
Full-level original and upgraded cataloguing of English and other Latin alphabet print format materials and e-books, excluding maps and serials	\$38.60	Upgrading is defined as bringing less-than-full level records up to full-level, including verification of all existing fields and addition of any fields that are lacking.
Full-level original and upgraded cataloguing of non-Latin alphabet print format materials and e-books, excluding maps and serials	\$51.10	
<b>Copy Cataloguing</b>	\$19.80	
Shipping Shortfall Fee	\$5.20	The shipping shortfall fee will be invoked if less than 90% of the contracted volume of materials is sent. When this occurs, the charge will be \$5.00 per title not shipped below 90%.

\*All prices include (most) local editing requirements, authority control, addition of non-Latin characters if appropriate, assigning LC/DDC/NLM call numbers and/or LC/MeSH subject headings, physical processing, and record delivery.

\*All prices include physical processing and one-way return shipping to the library.

- Prices include physical processing and return shipping to library.
- Prices in CAD, exclusive of applicable taxes and subject to change.
- Languages from the list for which OCLC does not have expertise:
  - Urdu
  - Amharic
  - Somali
  - Bengali
  - Tamil
- There is a potential for reduction in cost through more minimal physical processing and/or the providing of ISBN's rather than the physical books.
- OCLC is also available for ongoing processing of books in addition to those that are backlogged.

# **SD1: STATE OF COLLECTIONS AND KEY FINDINGS REPORT**

# Winnipeg Public Library

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## World Languages Collection (Formerly Multilingual Collection)

Final Report

*Draft*

January 24, 2019

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

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# INTRODUCTION AND BACKGROUND

At the time that the Winnipeg Public Library initiated this study, it called this project the Multilingual Collections Study. Through the course of the study it was determined that moving forward this collection should be known as the World Languages Collection. For clarity when referring to the past, we are referring to the Multilingual Collection, and the future the World Languages Collection. Reports that we fully submitted and approved before this change occurred will not reflect this change.

## GOALS OF THE STUDY

The Winnipeg Public Library (WPL) embarked on an exciting and important initiative to study and assess its multilingual collection. The goals of this study are as follows:

- Establish best practices for a multilingual collection  
Ensure the multilingual collection is relevant, accessible and used to:
  - Improve discoverability of WPL's multilingual collection; and
  - Ensure that WPL's multilingual collection best meets the needs of the Winnipeg community within the scope of the budget

WPL retained Lord Cultural Resources to conduct the study to first assess WPL's multilingual collection and to make recommendations that will meet the goals of the study above.

## ABOUT THIS REPORT

This Final Report is comprised of all materials produced throughout this study and includes:

- **Chapter One** - an introduction and background that describes our methodology and total work completed for the study;
- **Chapter Two** - Summarizes the results of Phase 1 of the study's State of Collections and Key Findings Report
- **Chapter Three** - World Languages Collection Strategy, outlines the key challenges facing the collection. It provides nine strategic recommendations within three practice categories, and a total of twenty-three actions developed to accomplish these strategic recommendations.
- **Appendix A:** Cataloguing Cost Estimates

## SUPPORTING DOCUMENTS

We included the following documents within the Final Report in order to encapsulate all work completed on this study:

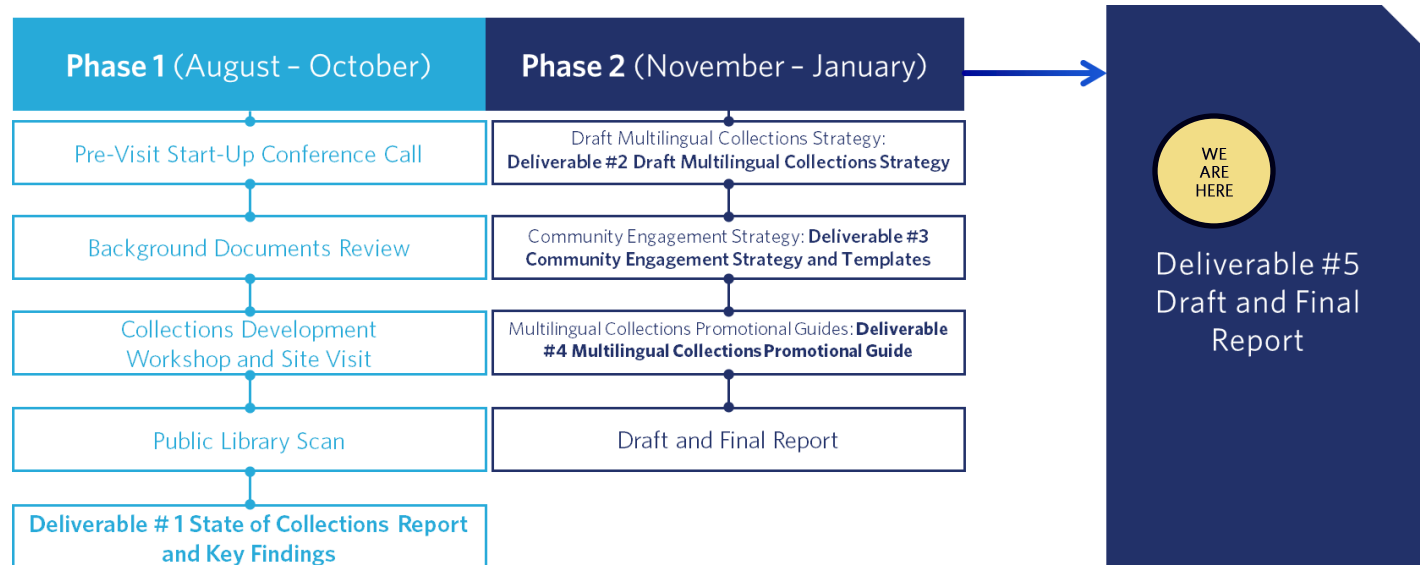
SD1	<b>State of Collections and Key Findings Report Promotional Guide for the World Languages Collection</b> outlining the platforms, content and schedule recommended for communicating the offerings of the World Languages Collection;
SD2	

- SD3 **Community Engagement Strategy for the World Languages Collection** and provides templates for this engagement.
- SD4 **Templates and Working Files:** In addition to this Final Report we will submit editable files wherever we have provided templates to empower the Winnipeg Public Library to use these materials in the future. Due to file format we will submit this in the form of a Dropbox Link, this link will be a part of Supporting Document 4, with a list of enclosed files.

This is the Final Report for this project.

## STUDY PROCESS

The following diagram illustrates the study process undertaken by the Winnipeg Public Library resulting in this Final Report.



## WORK COMPLETED

Work completed on this Multilingual Collection (World Languages Collection) Study includes:

- Pre-visit start up meeting,
- Background document review,
- Analysis of demographics, current collections and collections usage,
- Library Site visits (Millennium and three other branches),
- Collections development workshop (19 attendees),
- Public Library Scan (6 urban public libraries across Canada),
- Deliverable 1: Multilingual Collections Study: State of Collections and Key Findings Report, Draft and Final,
- Deliverable 2: Draft Multilingual Collections Strategy,
- Deliverable 3: Community Engagement Strategy and Templates
- Deliverable 4: World Languages Collection Promotional Guide
- Deliverable 5: Final Report (This Report)



# SUMMARY OF STATE OF COLLECTIONS AND KEY FINDINGS

The Phase 1 report for this study, the *State of Collections and Key Findings Report*, identified key findings and issues with the current multilingual collection, and set the stage for the recommendations which followed to improve the operations and functionality of the collection.

This report provided:

1. An overview of the current status of the multilingual collection;
2. Data on both digital and physical use of the collection;
3. Circulation statistics;
4. Overall collection use;
5. An analysis of the current multilingual collection user journey, including the identification of pinch points;
6. A comparison of collection use to Winnipeg demographics;
7. Current and projected Winnipeg multilingual indicators;
8. Strengths key challenges and opportunities;
9. A public library scan of both comparable, and best practice libraries from across Canada;
10. A vision for the future of the multilingual collection;
11. An envisioned future user journey; and
12. Key findings.

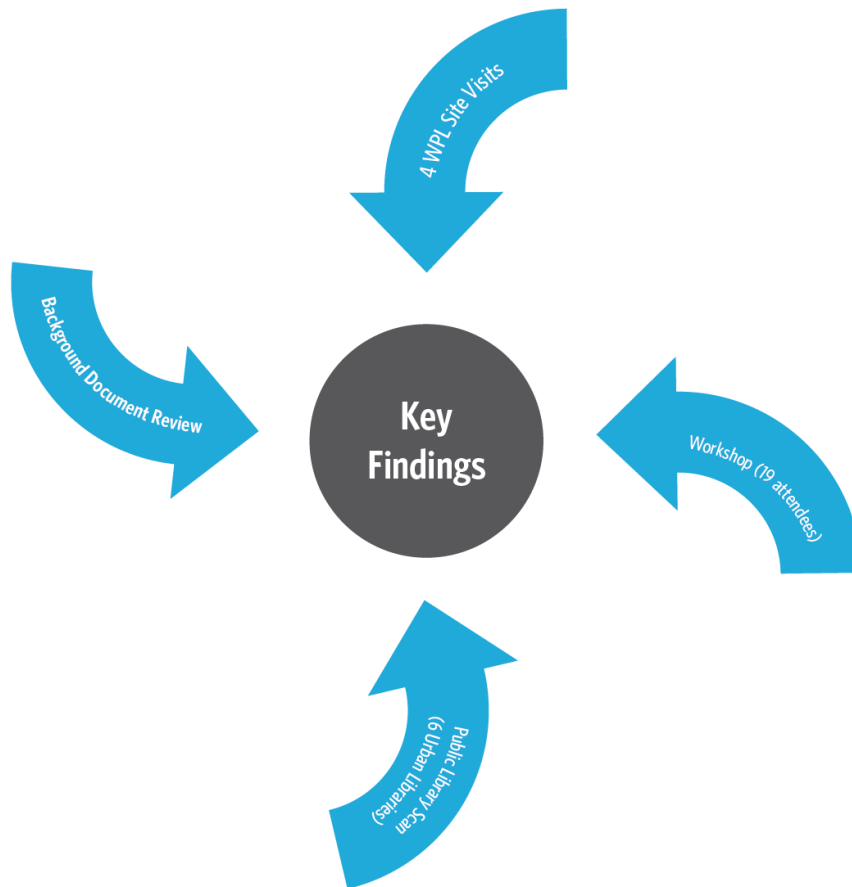
The following is the vision for the future of the World Languages Collection as identified by staff:

**In 2025 the WPL  
World Languages Collection  
will be....**

- **A fully catalogued and searchable collection.**
- **Reflective of the neighbourhood language demographics of Winnipeg, and responsive to the needs and use of those communities.**
- **Accessible, diverse and relevant.**
- **Well promoted and known in Winnipeg's diverse communities.**
- **Include a variety of formats, both physical and digital.**
- **A vital source for Winnipeggers to learn, and maintain languages, other than Canada's official languages.**

## KEY FINDINGS

All of the inputs discussed in the *State of Collections and Key Findings Report* resulted in the following key research findings:



1. A fully catalogued collection by item/title is critical for the efficient management, use and analysis of the multilingual collection.
2. Cataloguing as well as in-library signage should ideally be in English as well as the language of origin both transliterated and original script.
3. Libraries are actively engaging in greater outreach with their multilingual communities to develop and monitor the collection.
4. While Toronto and Vancouver are relying less on ARP for collection development and using in-house multilingual staff resources to source and evaluate collections, library systems comparable in size to Winnipeg are moving to predominantly ARP for collections development.
5. Libraries actively engage in weeding their collections. They want the newest books on the shelves.
6. Libraries are opting for fewer languages with larger collections for each language rather than more languages with fewer items.
7. Finding suitable vendors for multilingual collections is a challenge for the libraries, particularly for digital collections.
8. Libraries conduct statistical analysis of both language demographics and collection circulation on an annual basis to ensure strategic choices in collection development and distribution.

# WORLD LANGUAGES COLLECTION STRATEGY

## KEY CHALLENGES

Based on the findings from the *State of Collections Report* in Phase 1, we identified the following Key Challenges which the strategic recommendations in this report will address. These challenges are as follows:

### 1. CATALOGUING

The Library currently does not catalogue its multilingual collection by item/title. WPL minimally processes the items it receives by category only. Without a catalogued collection, the Library is unable to accurately assess its multilingual holdings and therefore unable to gauge circulation and turnover of items in the collection. The lack of library catalogue also makes the collection only accessible by in-person browsing at Centennial Library, and at branch libraries with deposits.

### 2. ACCESSIBILITY

There is limited access to the multilingual collection both online and in branch. Library customers are unable to search titles online due to the lack of cataloguing and therefore cannot place holds on titles. Customers must go to Centennial Library or individual branches to find their language of choice and then browse manually for a title of interest. Further, branch signage for the multilingual collection is in English only and therefore challenging for non-English speakers to search for a book.

### 3. COLLECTION

Compared to other library systems, WPL maintains a multilingual collection with more languages than any of the others. The Library also does not have a systematic approach for either “weeding” or building the collection.

### 4. OUTREACH

WPL does not actively engage with its multilingual community in Winnipeg. Greater outreach, engagement and promotion will help the Library respond to the needs and wants of diverse users, ensure awareness of the collection offerings, and to ultimately build a multilingual collection with high use and circulation.



## STRATEGIC RECOMMENDATIONS

The following strategic recommendations respond to and address the key challenges which emerged as result of the findings of the *State of Collections and Key Findings Report*. We have identified nine strategic recommendations within three practice categories. We have also developed twenty-three action items to accomplish each of these strategic recommendations.

### 1. Collection Development

1.1

Define and Determine Language Collection Priorities

1.2

Create New Acquisition Processes

1.3

Pursue Alternative Revenue Sources

### 2. Collection Management

2.1

Fully Catalogue Collection

2.2

Implement Alternative Distribution of Collection

2.3.

Systematize Monitoring and Evaluation of Collection

### 3. Access and Outreach

3.1

Improve Signage, Wayfinding and Online Experience

3.2

Develop and Utilize Staff Resources

3.3

Promote Collection

# 1. COLLECTION DEVELOPMENT

## 1.1 DEFINE AND DETERMINE LANGUAGE COLLECTION PRIORITIES

### A. Identify criteria for adding and removing languages to and from the collection.

- i. Adding new languages and removing languages from the World Languages Collection should be based, in part, on the number of mother-tongue speakers in Winnipeg in any particular language. We recommend the threshold be 1,000 or greater speakers of a mother tongue language. While this count is lower than what we observed when examining other libraries, we recommend 1,000 speakers as an initial threshold as the Library adjusts to a comfortable starting point.

This 1000 speaker threshold is based on lessons learned from other Public Libraries, with an eye to the sensitivity of removing existing languages. Edmonton's Public Library has a threshold of 2000 speakers. Applying this standard would result in only 18 languages at WPL. We believe that from a community relations perspective a reduction in languages offered by greater than 50% is not advisable, therefore we established 1000 as a reasonable threshold. We recommend considering raising this threshold in the future if WPL does not meet the use criteria below.

- ii. Access to reputable and readily available vendors should be a consideration when maintaining or adding a language to the collection.

- iii. The circulation of any one language should be no less than 1% of the total annual circulation of the entire Library collection. The Library should institute these criteria for as long as it continues to not catalogue by title. Cataloguing by title is a recommendation in the following section.
- iv. If and when the Library catalogues by title, the 1% rule, as outlined above, it should continue to implement this together with evaluating circulation based on turnover rate. We recommend that WPL weeds any titles catalogued with a less than a 2:1 ratio of turnover from the collection

### B. Reduce number of languages

We recommend a reduction in the total number of languages WPL currently has in its World Languages Collection. Based on comparisons of other libraries examined, our observation of current operations and the criteria outlined in Action Item 1.1.A, we recommend a reduction of languages to 25 (24 if we consider Mandarin and Cantonese to be one language collection under the category of Chinese) from the current 45. The following are the languages we recommend the Library to include in the collection assuming these languages are readily available through reputable vendor distribution channels.

1. Amharic
2. Arabic
3. Bengali
4. Cantonese
5. Dutch
6. Farsi
7. German
8. Greek
9. Gujarati

10. Hindi
11. Italian
12. Japanese
13. Korean
14. Mandarin
15. Polish
16. Portuguese
17. Punjabi (Panjabi)
18. Russian
19. Somali
20. Spanish
21. Tagalog
22. Tamil
23. Ukrainian
24. Urdu
25. Vietnamese

The Library should donate any items it removes from the collection to a local community group, social service organization or included in the Library's annual book sale.

This list does not include Indigenous languages, which we encourage the Library to catalogue per the recommendations in the Collections Management theme. WPL will continue to collect materials in Indigenous languages as part of its Indigenous Resource Collection. However, to increase accessibility to these materials, WPL should cross-reference, make available and promote Indigenous language material online both with the World Languages Collection and within the Indigenous Resources Collections. i.e. While WPL continues to shelve the physical materials with the Indigenous Resource Collection.

### C. Determine minimum collections size

We recommend a minimum collection size for all languages of 400 items. Wherever possible we recommend that the Library represent any language within the World Languages Collection across all categories:

- Adult Fiction
- Adult Non-Fiction
- E-books
- Juvenile Dual Language
- Juvenile Single Language

## 1.2 CREATE NEW ACQUISITION PROCESSES

### A. Use ARP and require MARC records for all purchases

Purchase all books through ARP services which provide complete MARC records for books. Where possible, use original script records and transliteration data.

### B. Institute physical donation policy

We recommend that all used items donated to the Library should go directly to the WPL book sale. If the Library adopts this policy, it should clearly communicate the policy to those who are donating.

The Library should only accept new books into the collection and only by known organizations, institutions or government entities such as foreign consulates.

## 1.3 PURSUE ALTERNATIVE REVENUE SOURCES

### A. Encourage financial gifts, donations, and other forms of contributed income for the World Languages Collection

Work with the Winnipeg Library Foundation and Winnipeg Public Library Board to establish direct funding programs including sponsorships and CSR initiatives specifically for the World Languages Collection.

The below list identifies some CSR programs which may align with the needs of WPL as they relate to the World Languages Collection

- Wawanesa Insurance
- Great-West Life Assurance Company/ Canada Life
- Bison Transport

### B. Pursue alternative grant opportunities

Consider applying for additional funding to support the World Languages Collection through grants programs. Below is a list of some granting programs which may align with the needs of WPL as they relate to the World Languages Collection:

- Canadian Heritage- Aboriginal People's Program - Aboriginal Languages Initiatives
- Better World Books- Literacy Grants for Libraries (Applications open late February 2019)

## 2. COLLECTION MANAGEMENT

### 2.1 FULLY CATALOGUE COLLECTION

#### A. Ensure the Library fully catalogues the collection at the item level

In Section 1.2 we have recommended that the Library purchase new acquisitions with MARC records in order to catalogue them. To facilitate more efficient management of the existing collection and ensure full accessibility, WPL should catalogue the collection at the item level.

1. Catalogue all books currently in the collection through third party cataloguing, except where on-staff librarians have the language capacity to complete.

*or*

2. Catalogue books currently held in the collection over a three-year period, beginning with the most circulated languages.

*or*

3. Do not catalogue current collection, proceed with only purchasing materials with catalogue records moving forward.

#### B. Ensure collection is both searchable and holdable

Ensure that both original script and transliteration books are searchable and holdable through the online catalogue.

We also recommend that the Library ensures to clearly denote that its multilingual collection includes material other than books in the online catalogue, particularly audio-visual resources.

### 2.2 IMPLEMENT ALTERNATIVE DISTRIBUTION OF COLLECTION

#### A. Withdraw collection deposits

If pursuing option 1 or 2 for cataloguing the collection we recommend recalling items to Millennium in order to efficiently ensure that the Library concurrently catalogues all items within a language to ensure any efficiencies in time and effort can be made. The Library should distribute newly purchased and catalogued collections from Millennium via holds or requests to branches.

#### B. Floating World Languages Collection

We recommend a one-year pilot with a fully catalogued World Languages Collection as a floating collection in order to evaluate and monitor language use throughout the WPL system. This, together with census data, can help identify branches for “destination collections” explained more fully below.

#### C. Create “Destination Collections”

While all languages in the World Languages Collection should continue to be located at the Millennium Library, we also recommend the creation of “destination collections”. The Library should tie these collections to specific branches based on specific circulating languages and aligned with particular Winnipeg communities. These collections would form part of the branch collection and they would be searchable and holdable, system-wide. There are many advantages of a “destination collections” as they are creating capacity for duplicates of appropriate titles and

help with the sometimes-difficult task of procuring enough current titles in some languages.

## 2.3. SYSTEMATIZE MONITORING AND EVALUATION OF COLLECTION

### A. Standardize World Languages Collection evaluation on an annual basis

Evaluate available data on the World Languages Collection use on an annual basis at least 1-2 months before the library budget is set for the next fiscal year. Key metrics are as follows:

1. World Languages Collection circulation as percent of total collection circulation;
2. World Languages Collection turnover, compared to total collection turnover;
3. Percent of each language circulation within multilingual circulation;
4. Turnover of each language within World Languages Collection;
5. Areas of growth and change over previous year;
6. Weeding of individual items based on turnover (preferably above 2:1 ratio);
7. Comparison of adult to juvenile circulation and turnover within each language.

### B. Use collection results to direct ARP for following year

We recommend using the results of the annual analysis to allocate the funds by language and category within the annual ARP purchases.

### C. Conduct additional analysis on a 5-year basis to coincide with updated census data

Statistics Canada carries out the Canadian census every five years. We recommend that the Winnipeg Public Library use the data release of new census data to analyze the growth of multilingual communities in Winnipeg. This data will allow WPL to identify any new language populations emerging over the previous five years and to use the identified thresholds to add or discontinue languages.

## 3. ACCESS AND OUTREACH

### 3.1 IMPROVE SIGNAGE, WAYFINDING AND ONLINE EXPERIENCE

#### A. Rename collection

We recommend renaming the Multilingual Collection to the “World Languages Collection”. Many of the libraries we examined refer to their multilingual collection as a world language collection as the term is more inclusive, welcoming and easier to understand.

#### B. Use dual language signage in all locations

All physical signage for languages in both Adult and Juvenile sections should be in both English, and the language in its original script. i.e. Russian | Русский. This would include aisle and shelf signage.

#### C. Improve online experience parallel to physical experience

Items should be searchable online in both English and the language in its original script and possibly an English transliteration.

### 3.2 DEVELOP AND UTILIZE STAFF RESOURCES

#### A. Conduct staff audit of language skills

The Winnipeg Public Library should conduct a staff language audit to assess multi language skills and specific language competency profiles. This audit should capture the staff’s proficiency in reading, writing and speaking in English, French and other languages. Staff with multi language proficiencies is key to engage with Winnipeg’s diverse communities and WPL’s multilingual users. We recommend using the questions from the census with regards to the level of language integration, i.e. mother-tongue, language spoken most at home, and knowledge of language, along with self-evaluation of skill sets. We encourage WPL to have its HR department keep this tool up to date by incorporating these questions into onboarding procedures for new employees.

#### B. Create and distribute staff resource list to all branches

Once the staff audit is complete, we recommend adapting the information into a staff resource list for digital and physical distribution to all branches. Ideally the Library will maintain the digital version of this list and update it with staffing changes and other information. This list will provide direction on where to reach staff members when visitors require multilingual service assistance.

#### C. Engage staff in collection development

While the Library will develop the collection using ARP, staff with multilingual backgrounds could recommend items that WPL should pursue, such as current popular books in the language they are knowledgeable about. The Library can do this through an update to the existing suggestion for purchase tool, and we recommend a quarterly reminder.

### 3.3 PROMOTE COLLECTION

#### A. Develop social media strategy for multilingual language collection

The Winnipeg Public Library should include the World Languages Collection on a monthly basis on both WPL's social media and email marketing platforms. We recommend developing a list of international holidays and language days that WPL can capitalize on to promote the World Languages Collection. i.e. Russian Language Day #RussianLanguageDay which people celebrate on June 6<sup>th</sup> each year, and February 21<sup>st</sup> International Mother Language Day #MotherLanguageDay.

The Library should develop social media posts to promote the collection in English, French and the original language through translation services, allowing for the broadest possible reach and referral of the languages available at WPL. We have provided a more fully detailed strategy in the *World Languages Collection Promotional Guide*.

We also recommend that WPL creates materials to promote the collection in audio-visual formats in order to inform those who may have limited literacy in their mother-tongue about the collection's offerings.

#### B. Establish partnerships with social service and cultural organizations in Winnipeg

Key to promoting the World Languages Collection is outreach to the language communities around Winnipeg. We recommend doing so through a variety of means. We will further expand these means in the *Community Engagement Strategy and Templates*. However, a key component of this outreach is establishing partnerships with social service and cultural organizations in Winnipeg such as the Philippine Canadian Centre of Manitoba, the Canadian Diversity Gardens, the Canadian Museum for Human Rights, the association of Russian Speaking Manitobans etc. These partnerships will help to expose the target audiences of WPL's collection to the available resources.

#### C. Empower staff and board members to serve as ambassadors

WPL's staff, friends, foundation and board members are the organization's strongest assets. Empowering these groups to act as ambassadors for WPL at large, and for the World Languages Collection specifically will contribute greatly to WPL's overall outreach and engagement efforts.



# APPENDIX A: CATALOGUING COST ESTIMATES

## LIBRARY SERVICE CENTRE

### BACKLOG

- \$2.50 for items already within the database, and \$15.00 for those the WPL needs to create
- The Library should do its initial search with ISBN`s against LSC database, MARC can return records quickly through this type of search
- For items not in database, LSC recommends shipping portions of collections on a mutually agreed upon timeline. They will ship back completed items. An alternative option is through scans of title page and version. LSC does not recommend this based on the quality of records that this produces. Additional charge to provide cover art for these materials (not quoted).

### NEW MATERIALS

- \$5.00 for MARC records with original script, and \$3.00 for records without for newly purchased materials.
- The below table outlines the average selling prices for materials in each of the languages that WPL will continue to carry in its collections.

Language	ASP-Adult	ASP-Juv
Russian	\$ 23.00	\$ 20.00
Chinese	\$ 28.00	\$ 25.00
Punjabi	\$ 35.00	\$ 24.00
Spanish	\$ 32.00	\$ 25.00
Polish	\$ 36.00	\$ 29.00
Tagalog	\$ 23.00	\$ 22.00
Korean	\$ 34.00	\$ 33.00
German	\$ 26.00	\$ 21.00
Arabic	\$ 43.00	\$ 33.00
Vietnamese	\$ 26.00	\$ 22.00
Hindi	\$ 35.00	\$ 23.00
Japanese	\$ 34.00	\$ 34.00
Ukrainian	\$ 49.00	\$ 48.00
Urdu	\$ 39.00	\$ 26.00
Portuguese	\$ 47.00	\$ 32.00
Amharic		\$ 35.00
Somali		\$ 35.00
Farsi	\$ 40.00	\$ 33.00
Gujarati	\$ 35.00	\$ 23.00
Bengali		\$ 36.00
Tamil	\$ 34.00	\$ 22.00
Italian	\$ 33.00	\$ 26.00
Greek	\$ 31.00	\$ 31.00
Dutch		\$ 42.00
Periodicals	NA	NA

## **OC LC CANADA**

*Contract Cataloguing Request for Cost Proposal* submitted— awaiting estimate.

# Winnipeg Public Library

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**Multilingual Collections Study**  
State of Collections and  
Key Findings Report

November 2019

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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# 1. INTRODUCTION

## 1.1 GOALS OF THE STUDY

The Winnipeg Public Library (WPL) has embarked on an exciting and important initiative to study and assess its multilingual collection. The goals of this study are as follows:

- Establish best practices for a multilingual collection
- Ensure the multilingual collection is relevant, accessible and used
  - Improve discoverability of WPL’s multilingual collection; and
  - Ensure that WPL’s multilingual collection best meets the needs of the Winnipeg community within the scope of the budget

WPL has retained Lord Cultural Resources to conduct the study to first assess WPL’s current multilingual collection and to make recommendations that will meet the goals of the study above.

## 1.2 ABOUT THIS REPORT

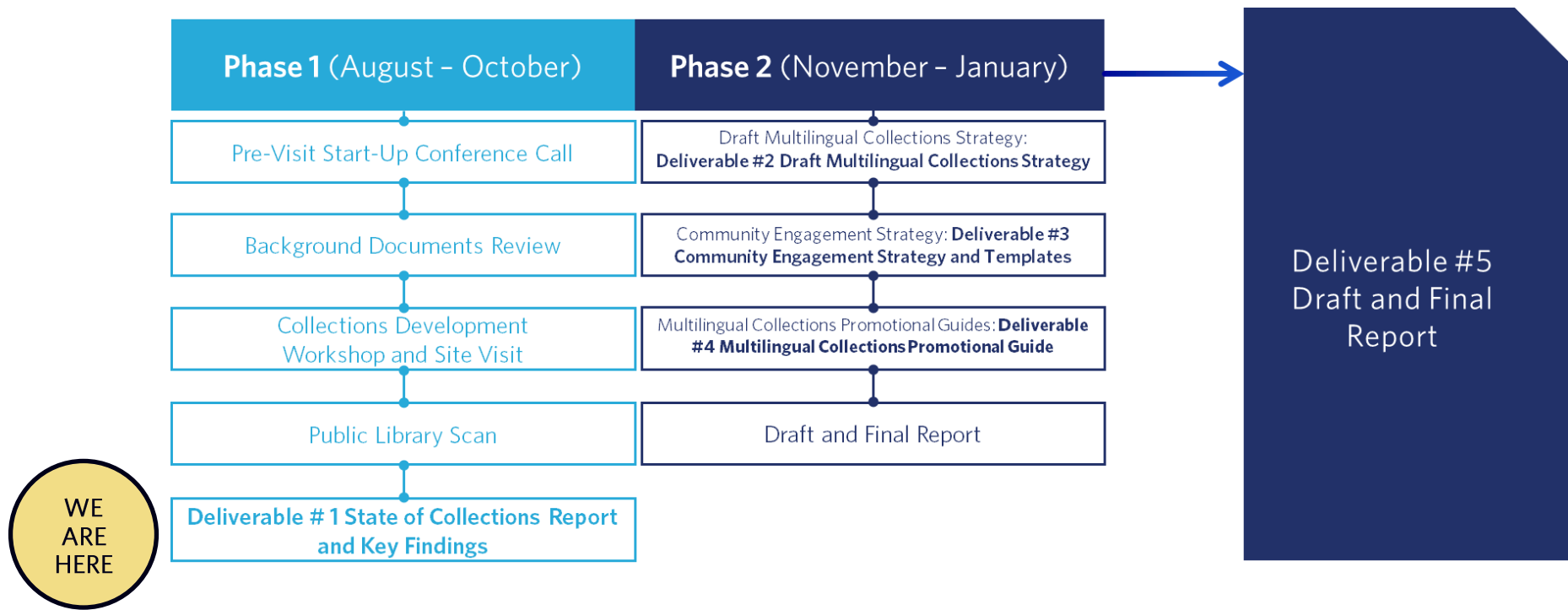
This *State of Collections and Key Findings Report* is organized as follows:

- **Chapter One** - an introduction that describes our methodology and work completed to date;
- **Chapter Two** - presents the current status of the multilingual collection and findings through engagement with senior WPL staff and management;
- **Chapter Three** - presents the findings of the public library scan (comparables research);
- **Chapter Four** - presents the vision for the future of the multilingual collection, and proposed user journey for the future;
- **Chapter Five** - presents overall key findings; and
- **Chapter Six** - reports our next steps in the process.

The purpose of this report is to identify key findings and issues with the current multilingual collection and set the stage for recommendations to improve the operations and functionality of the collection.

### 1.3 STUDY PROCESS

The following diagram illustrates the Multilingual Collections Study process the Winnipeg Public Library is undertaking and where we are in the process.



## 1.4 WORK COMPLETED

Work completed to date on the Multilingual Collection Study includes:

- Pre-visit start up meeting,
- Background document review,
- Analysis of demographics, current collections and collections usage,
- Library Site visits (Millennium and three other branches),
- Collections development workshop (19 attendees),
- Public Library Scan (6 urban public libraries across Canada).





## 2. CURRENT STATUS OF THE MULTILINGUAL COLLECTION

### 2.1 OVERVIEW

The following are key facts and figures about the WPL's multilingual collection:

- Includes both adult and juvenile holdings – physical and digital. Total collection size is 26,730, total circulation is 34,627.
- The juvenile collections include both single language and dual language items. In total, there are 38 languages represented in the juvenile language collection.
- The adult collection includes 39 languages (fiction and non-fiction).
- In total, 45 languages are represented in the multilingual collection.
- 6 of the 45 languages represented in the collection have the complete holdings profile of adult fiction and non-fiction, single language juvenile, JDL and digital. The rest of the collection have varying combinations of the holdings profile.
- 36% of the collection is adult fiction – the largest category in the collection. This is followed by the single language juvenile collection at 26%.
- The vast majority of the collection is comprised of physical holdings with only 147 items, or 0.6% of the collection being held in e-book format through Overdrive.
- The multilingual collection is a browsing collection held at Millennium Library with deposits across 14 branches of multilingual material and juvenile dual language at 16 branches.
- The multilingual collection has an annual materials budget of \$40,000 representing 1.3% of the total materials budget. 50% of this budget is allocated to the adult collection and 50% to the JVL. The following table illustrates the WPL's holdings by material type and language, and is organized alphabetically by language.
- The multilingual collection also receives \$10,000 annually through a grant from the Province of Manitoba to facilitate deposits from the collection across the province. In 2019, 7 languages were deposited across 6 provincial libraries:
  - La Broquerie
  - Lorette
  - Morden
  - Dauphin
  - Winkler
  - Virden.

#	Language Totals		Adult					Juvenile				
	Language	Total Language Holdings	Fiction	Holdings	Non-Fiction	Holdings	Overdrive	Holdings	Single Language	Holdings	JDL	Holdings
1	Amharic	482	✓	193	✓	200			✓	89		
2	Arabic	1207	✓	395	✓	133	✓	2	✓	450	✓	227
3	Bengali	458	✓	163	✓	37			✓	184	✓	74
4	Bosnian	90	✓	59	✓	31						
5	Catalan	1					✓	1				
6	Chinese	2829	✓	983	✓	829	✓	16	✓	597	✓	404
7	Cree	17					✓	2			✓	15
8	Croatian	156	✓	106	✓	50						
9	Czech	235	✓	96	✓	79			✓	60		
10	Danish	1							✓	1		
11	Farsi	680	✓	246	✓	112			✓	241	✓	81
12	Finnish	48	✓	36	✓	10			✓	2		
13	German	1623	✓	532	✓	208	✓	38	✓	742	✓	103
14	Greek	76	✓	59	✓	16			✓	1		
15	Guajarati	470	✓	207	✓	143					✓	120
16	Hebrew	141	✓	61	✓	34			✓	46		
17	Hindi	1411	✓	486	✓	231			✓	455	✓	239
18	Hmong	20									✓	20
19	Hungarian	385	✓	217	✓	79			✓	89		
20	Icelandic	26	✓	16	✓	10						
21	Italian	360	✓	181	✓	70	✓	4	✓	105		
22	Japanese	498	✓	174	✓	96	✓	9	✓	176	✓	43
23	Kinyarwanda	1					✓	1				
24	Korean	909	✓	246	✓	143			✓	460	✓	60
25	Kurdish	23									✓	23
26	Nepali	55	✓	28	✓	27						
27	Ojibwa	47									✓	47
28	Oromo	17	✓	11	✓	6						
29	Punjabi	1154	✓	457	✓	271			✓	286	✓	140
30	Polish	1433	✓	485	✓	318	✓	1	✓	571	✓	58
31	Portuguese	617	✓	225	✓	130	✓	1	✓	261		
32	Russian	1552	✓	607	✓	369	✓	2	✓	504	✓	70
33	Serbian	305	✓	172	✓	55			✓	78		
34	Somali	342	✓	55	✓	141			✓	45	✓	101
35	Spanish	2532	✓	594	✓	288	✓	66	✓	677	✓	907
36	Swahili	135	✓	101	✓	12					✓	22
37	Swedish	4					✓	3	✓	1		
38	Tamil	776	✓	219	✓	346					✓	211
39	Tagalog	2243	✓	1007	✓	71			✓	505	✓	660
40	Thai	107	✓	54	✓	48					✓	5
41	Tigrinya	61	✓	25	✓	36						
42	Turkish	1			✓	1						
43	Ukranian	580	✓	269	✓	150	✓	1	✓	160		
44	Urdu	941	✓	403	✓	107			✓	221	✓	210
45	Vietnamese	1203	✓	377	✓	250			✓	348	✓	228
46	Multilingual Periodical	478			✓	478						
Total		26730	36	9545	37	5615	14	147	28	7355		4068

## 2.2 COLLECTION USE

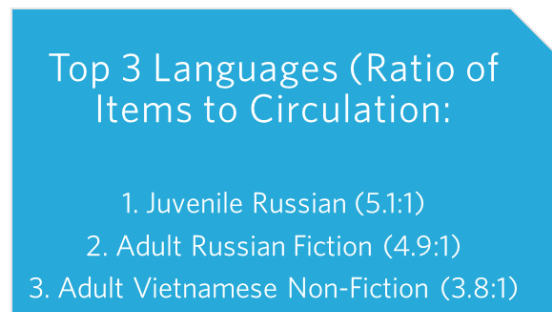
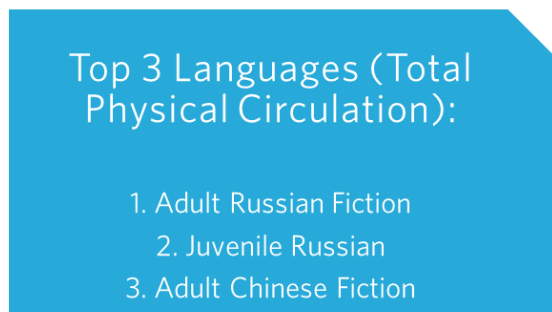
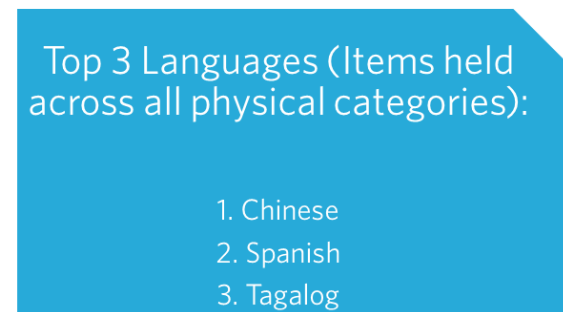
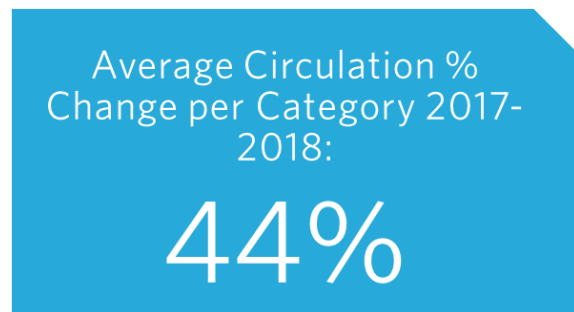
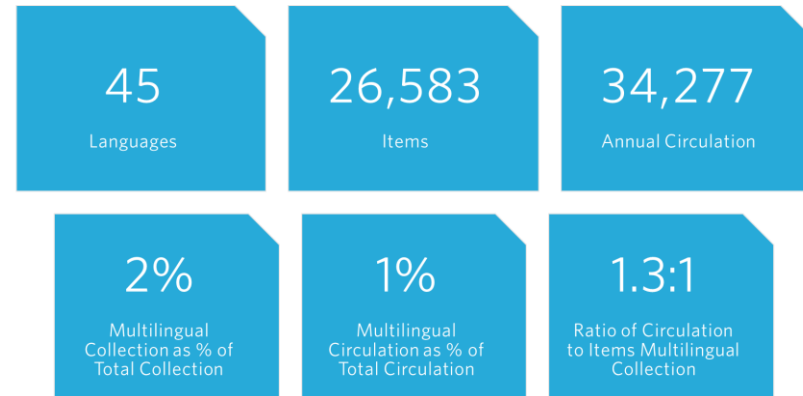
### DIGITAL USE

The digital multilingual collection represents a small portion of the overall multilingual collection. The digital collection is delivered exclusively through Overdrive. The graphic below illustrates the use of the digital multilingual collection.



## PHYSICAL USE

The physical collection comprises the majority of the Library's multilingual collection. The physical multilingual collection is used less than the overall collection for the Library. The turnover for the multilingual collection is currently 1.3:1 while the turnover for the overall collection is 3.2:1. According to the Public Library Data Service in the US, the national average in 2016 was 2.4:1 for all collections. The below graphic outlines some facts about the multilingual physical collection and its use.



## Circulation Change

The below tables outline those collections with the most significant percent circulation change from 2017-2018, both positive and negative, and largest whole number circulation. Due to the relatively small numbers within these categories, and relatively small overall circulation, the percent change can appear quite significant while whole number changes demonstrate that changes are more significant in other categories.

Top 10 Areas of Circulation Growth by % Change

Collection Category	Circulation Change 2017-2018
<b>Total Collection</b>	<b>-6%</b>
Juvenile Hungarian	2233%
Adult Japanese Fiction	660%
Adult Somali Fiction	480%
Juvenile Dual Language Polish	475%
Juvenile Dual Language Cree	443%
Adult Vietnamese Non-Fiction	356%
Adult Icelandic Non-Fiction	350%
Adult Icelandic Fiction	300%
Adult Somali Non-Fiction	271%
Adult Urdu Non-Fiction	231%

Top 10 Areas of Circulation Decline by % Change

Collection Category	Circulation Change 2017-2018
<b>Total Collection</b>	<b>-6%</b>
Juvenile Dual Language Portuguese	-100%
Juvenile Greek	-100%
Adult Turkish Fiction	-100%
Adult Swahili Non-Fiction	-91%
Adult Ukrainian Non-Fiction	-88%
Adult Nepali Fiction	-86%
Juvenile Dual Language Hmong	-82%
Juvenile Vietnamese	-75%
Adult Urdu Non-Fiction	-68%
Adult Portuguese Non-Fiction	-68%

Top 10 Areas of Circulation Growth by Whole Numbers

Collection Category	Circulation Change 2017-2018
<b>Total Collection</b>	<b>-2245</b>
Juvenile Korean	218
Adult Spanish Fiction	217
Juvenile Dual Language Tagalog	141
Adult Hindi Fiction	136
Adult Vietnamese	132
Juvenile Polish	125
Juvenile Tagalog	123
Adult Tagalog Fiction	114
Adult Chinese Fiction	98
Adult Ukrainian Fiction	96

Top 10 Areas of Circulation Decline by Whole Numbers

Collection Category	Circulation Change 2017-2018
<b>Total Collection</b>	<b>-2245</b>
Juvenile Spanish	-436
Adult Polish Fiction	-417
Millennium Multilingual Collection	-310
Juvenile Dual Language Arabic	-291
Adult Vietnamese Fiction	-275
Juvenile Dual Language Spanish	-263
Juvenile Arabic	-212
Adult Korean Fiction	-212
Juvenile Chinese	-202
Adult Russian Non-Fiction	-191

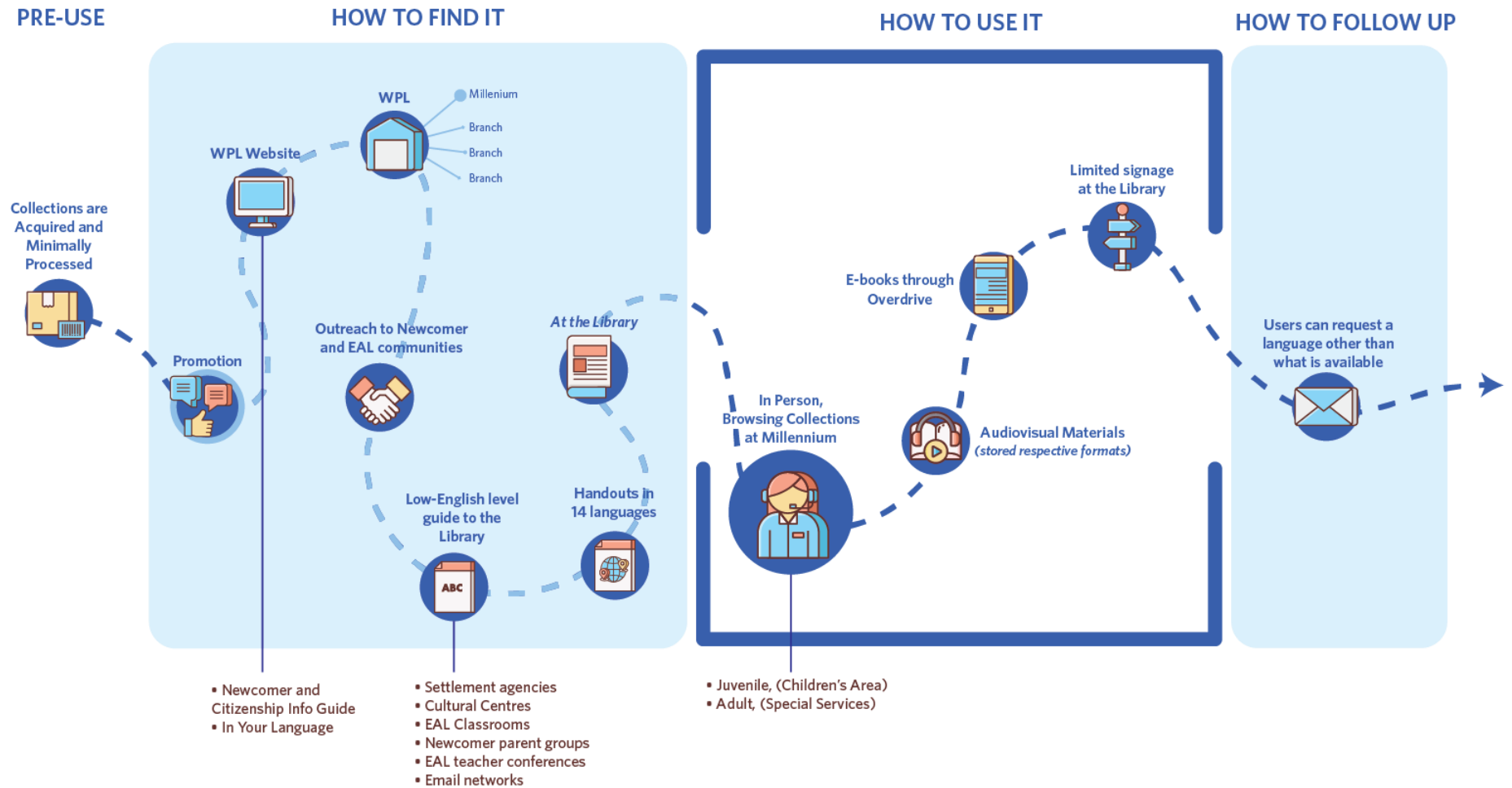
## OVERALL COLLECTION USE

The below table outlines the overall collection use for the multilingual collection. The table below is sorted by the percent of total circulation each language represents as a whole. From this table, it is evident that the multilingual collection languages of Russian, Chinese, Punjabi, Spanish, Polish, Tagalog and Korean are the most circulated, these being the only languages to represent greater than 5% of the total multilingual circulation. In the following sections we will discuss how this compares to the demographics of Winnipeg’s community. When compared at the overall material level, adult fiction is the best performing physical category within the multilingual collection, although e-books on Overdrive have a higher turnover rate.

#	Language Totals					Adult									Juvenile					
	Language	Total Language Holdings	Percent of Total MLC Collection	Percent of Total MLC Circulation 2018	Turnover	Fiction	Holdings	Circulation 2018	Non-Fiction	Holdings	Circulation 2018	Overdrive	Holdings	Circulation 2018	Single Language	Holdings	Circulation 2018	JDL	Holdings	Circulation 2018
32	Russian	1552	6%	19%	4.2:1	✓	607	2946	✓	369	746	✓	2	1	✓	504	2583	✓	70	198
6	Chinese	2829	11%	15%	1.9:1	✓	983	1717	✓	829	1800	✓	16	26	✓	597	1147	✓	404	623
29	Punjabi	1154	4%	9%	2.6:1	✓	457	1507	✓	271	879	✓			✓	286	464	✓	140	204
35	Spanish	2532	9%	9%	1.3:1	✓	594	663	✓	288	145	✓	66	118	✓	677	1044	✓	907	1252
30	Polish	1433	5%	7%	1.6:1	✓	485	1509	✓	318	463	✓	1	8	✓	571	265	✓	58	46
39	Tagalog	2243	8%	6%	0.9:1	✓	1007	1059	✓	71	159	✓			✓	505	362	✓	660	467
24	Korean	909	3%	5%	2:1	✓	246	650	✓	143	485	✓			✓	460	574	✓	60	109
13	German	1623	6%	5%	1.1:1	✓	532	422	✓	208	87	✓	38	159	✓	742	936	✓	103	115
2	Arabic	1207	5%	3%	1:1	✓	395	296	✓	133	75	✓	2	0	✓	450	373	✓	227	426
45	Vietnamese	1203	5%	3%	1:1	✓	377	771	✓	250	184	✓			✓	348	52	✓	228	140
17	Hindi	1411	5%	3%	0.8:1	✓	486	651	✓	231	107	✓			✓	455	256	✓	239	96
22	Japanese	498	2%	2%	1.6:1	✓	174	364	✓	96	112	✓	9	2	✓	176	246	✓	43	66
43	Ukrainian	580	2%	2%	1:1	✓	269	294	✓	150	49	✓	1	9	✓	160	239	✓		
44	Urdu	941	4%	1%	0.6:1	✓	403	195	✓	107	66	✓			✓	221	122	✓	210	136
31	Portuguese	617	2%	1%	0.8:1	✓	225	297	✓	130	12	✓	1	0	✓	261	166	✓		
1	Amharic	482	2%	1%	1:1	✓	193	193	✓	200	224	✓			✓	89	52	✓		
34	Somali	342	1%	1%	1:1	✓	55	58	✓	141	115	✓			✓	45	30	✓	101	152
11	Farsi	680	3%	1%	0.5:1	✓	246	133	✓	112	91	✓			✓	241	63	✓	81	58
15	Guajarati	470	2%	1%	0.6:1	✓	207	158	✓	143	88	✓			✓			✓	120	51
3	Bengali	458	2%	1%	0.5:1	✓	163	89	✓	37	10	✓			✓	184	94	✓	74	27
38	Tamil	776	3%	1%	0.3:1	✓	219	74	✓	346	98	✓			✓			✓	211	46
21	Italian	360	1%	1%	0.6:1	✓	181	107	✓	70	10	✓	4	0	✓	105	91	✓		
19	Hungarian	385	1%	0%	0.3:1	✓	217	48	✓	79	12	✓			✓	89	70	✓		
33	Serbian	305	1%	0%	0.4:1	✓	172	57	✓	55	21	✓			✓	78	51	✓		
27	Ojibwa	47	0%	0%	2.3:1	✓			✓			✓			✓			✓	47	108
41	Tigrinya	61	0%	0%	1.3:1	✓	25	54	✓	36	25	✓			✓			✓		
36	Swahili	135	1%	0%	0.4:1	✓	101	5	✓	12	1	✓			✓			✓	22	54
16	Hebrew	141	1%	0%	0.4:1	✓	61	11	✓	34	10	✓			✓	46	36	✓		
8	Croatian	156	1%	0%	0.3:1	✓	106	27	✓	50	12	✓			✓			✓		
7	Cree	17	0%	0%	2.5:1	✓			✓			✓	2	4	✓			✓	15	38
25	Kurdish	23	0%	0%	1.6:1	✓			✓			✓			✓			✓	23	36
9	Czech	235	1%	0%	0.1:1	✓	96	8	✓	79	13	✓			✓	60	0	✓		
20	Icelandic	26	0%	0%	0.5:1	✓	16	4	✓	10	9	✓			✓			✓		
4	Bosnian	90	0%	0%	0.1:1	✓	59	9	✓	31	2	✓			✓			✓		
40	Thai	107	0%	0%	0.1:1	✓	54	0	✓	48	4	✓			✓			✓	5	4
28	Oromo	17	0%	0%	0.4:1	✓	11	4	✓	6	2	✓			✓			✓		
26	Nepali	55	0%	0%	0.1:1	✓	28	2	✓	27	3	✓			✓			✓		
12	Finnish	48	0%	0%	0.1:1	✓	36	3	✓	10	0	✓			✓	2		✓		
14	Greek	76	0%	0%	0:1	✓	59	3	✓	16	0	✓			✓	1	0	✓		
18	Hmong	20	0%	0%	0.1:1	✓			✓			✓			✓			✓	20	2
5	Catalan	1	0%	0%	23:1	✓			✓			✓	1	23	✓			✓		
10	Danish	1	0%	0%	0:1	✓			✓			✓			✓	1	0	✓		
23	Kinyarwanda	1	0%	0%	0:1	✓			✓			✓	1	0	✓			✓		
37	Swedish	4	0%	0%	0:1	✓			✓			✓	3	0	✓	1	0	✓		
42	Turkish	1	0%	0%	0:1	✓			✓	1		✓			✓			✓		
46	Multilingual Periodical	478	2%	0%	0:1	✓			✓	478		✓			✓			✓		
Total		26730		34627	1.3:1	36	9545	14388	37	5615	6119	14	147	350	28	7355	9316		4068	4454

## 2.3 USER JOURNEY

The user journey is an important analytic to help understand how users engage with the collection. The current user journey illustration for WPL’s multilingual collection will be used to compare WPL to the other libraries in this study.



## PINCH POINTS

The following pinch points, or challenges were identified in the current user journey:

- Items in the multilingual collection are not catalogued by title (with the exception of the JDL) and therefore not searchable or holdable by patrons. Collection turnover can also not be evaluated at the item level because of the lack of complete cataloguing, making it difficult to weed the collection based on use.
- No specific user feedback mechanisms are in place as they relate directly to the Multilingual Collection. Rather, communications such as suggestions for purchase and customer feedback follow normal contact points for the library.
- Indigenous languages are not kept or noted as assets within the multilingual collection except for the JDL Indigenous language books.
- Based on the feedback from the participants of the Collections Development Workshop, overall awareness of WPL's offerings is low and therefore hinders access to the multilingual collection.
- At the Collections Development Workshop staff also expressed concerns that the circulation numbers for certain languages may be artificially inflated due to the procedure for checking out books through outreach services. In examining the statistics for the 2018 circulation at outreach, these numbers were shown to not be statistically significant. (i.e. total 2018 circulation via outreach for Russian Adult Fiction was 135 compared to total circulation of 2946 across all of WPL).

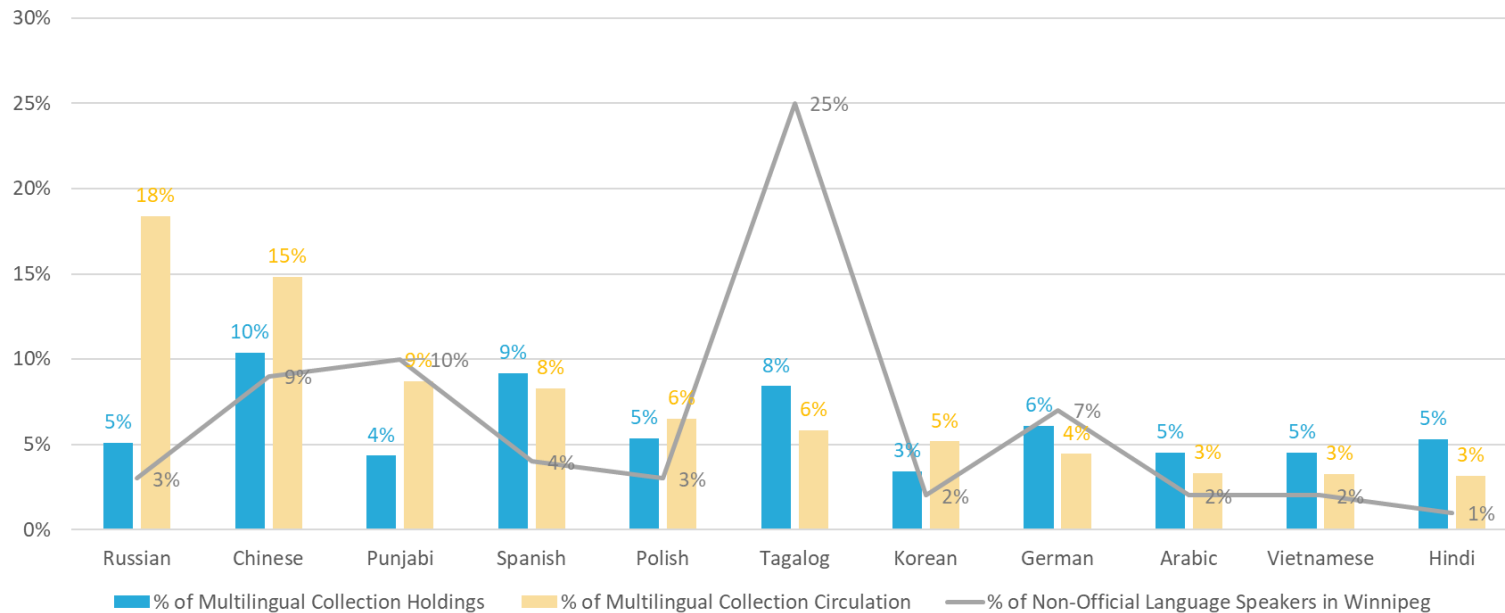




## 2.4 COLLECTION USE COMPARED TO WINNIPEG DEMOGRAPHICS

The following graph compares the top ten languages by percentage of multilingual collection use— based on holdings, circulation, and the population of Winnipeg whose mother-tongue is that other than one of the two official languages. This comparison demonstrates two key areas of focus with respect to the multilingual collection.

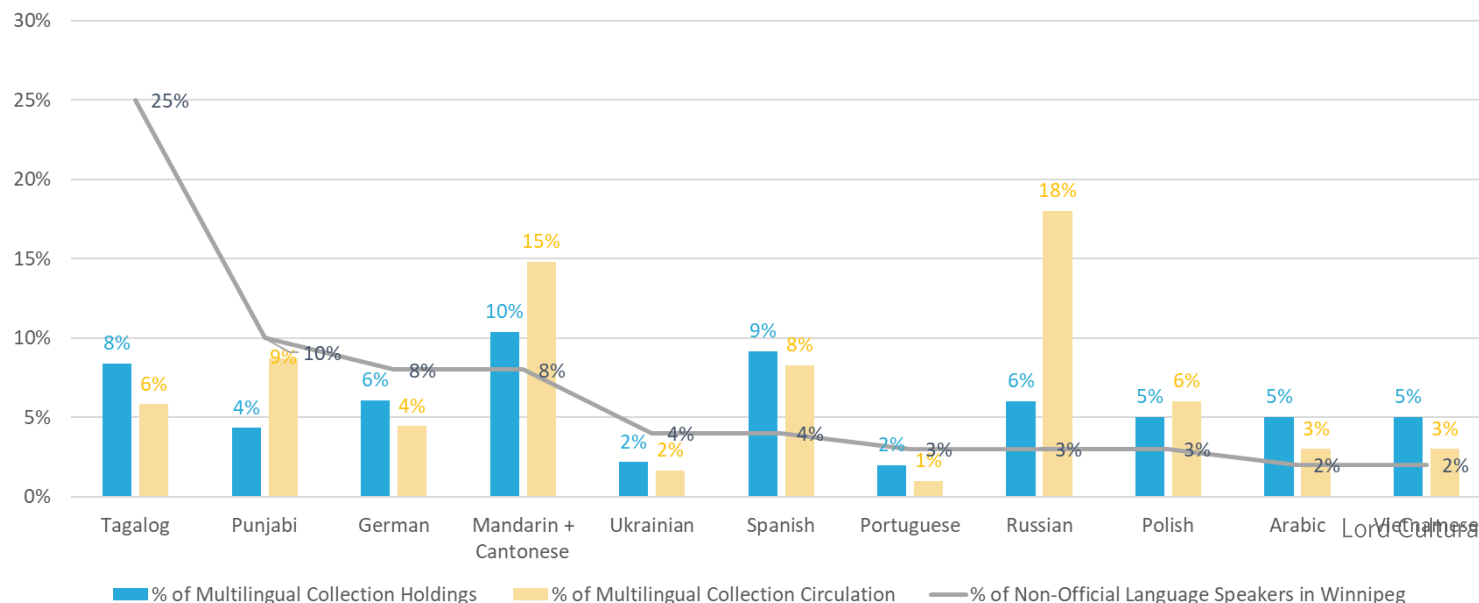
1. The Russian collection has significant circulation across both Adult and Juvenile materials with use greatly exceeding the collection size. This is an area for potential collection development; however, it is important to note that the population in Winnipeg does not reflect a relatively high number of Russian speakers. It is important to engage with the patrons who are already using this collection to understand their preferences, if building in this collection area is pursued.
2. The Tagalog speaking population in Winnipeg is significant in size. The Tagalog holdings of the multilingual collection, however, are comparatively smaller, as is use. This indicates that outreach to the Tagalog-speaking community is important to first communicate the existence of the collection and second to gauge interest in growth.



The following graph compares the top ten mother-tongue languages, other than English and French, in Winnipeg and the percentages of the multilingual collection holdings and circulation. In addition to the same findings regarding Tagalog and Russian, this graph also demonstrates that there may be additional opportunities for collection development.

1. The use of Chinese books in the collection currently significantly exceeds the Mandarin and Cantonese speaking populations in Winnipeg. This may be due to the University transient population not reflected in the census, or a generally high interest in engaging with materials in their mother-tongues. This represents an area of potential targeted collection growth for WPL, as the collection circulation is larger than the percent of the collection. Significant housing developments in Fort Garry (near the Pembina Trail Library) have occurred since the date of the last census, which could be contributing to a potentially higher population of Chinese language speakers than indicated on the census.

2. Spanish books in the collection are slightly over-represented in the collection when compared to circulation, however the usage and collection are both significantly higher than the mother-tongue population. This indicates that this may be an area where multilingual resources are in high demand from the Spanish-language community, or as a commonly taught romance language, it may be that English-speaking populations are also engaging with this collection. Additionally, cultural use and understanding of libraries may contribute to this level of circulation. Opportunity exists to reach out to these users to better evaluate the Spanish-language holdings.



## CURRENT AND PROJECTED WINNIPEG DEMOGRAPHICS

There are three key indicators of multilingualism in the Canadian Census.

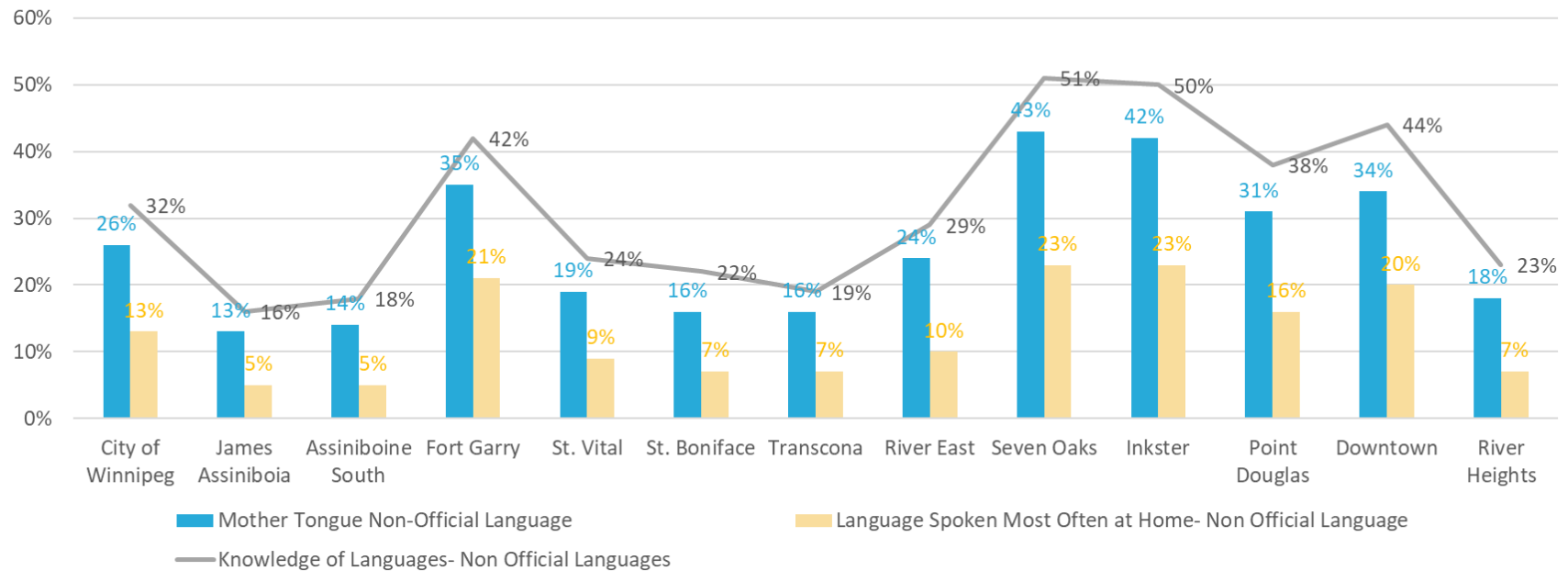
1. Language spoken most often at home;
2. Mother tongue; and
3. Knowledge of languages.

When looking at responses other than official languages there are significant markers of bilingualism in Winnipeg when comparing to the provincial and national levels.

When looking across the city of Winnipeg there are five areas across the CCA's which show significant levels of multilingualism.

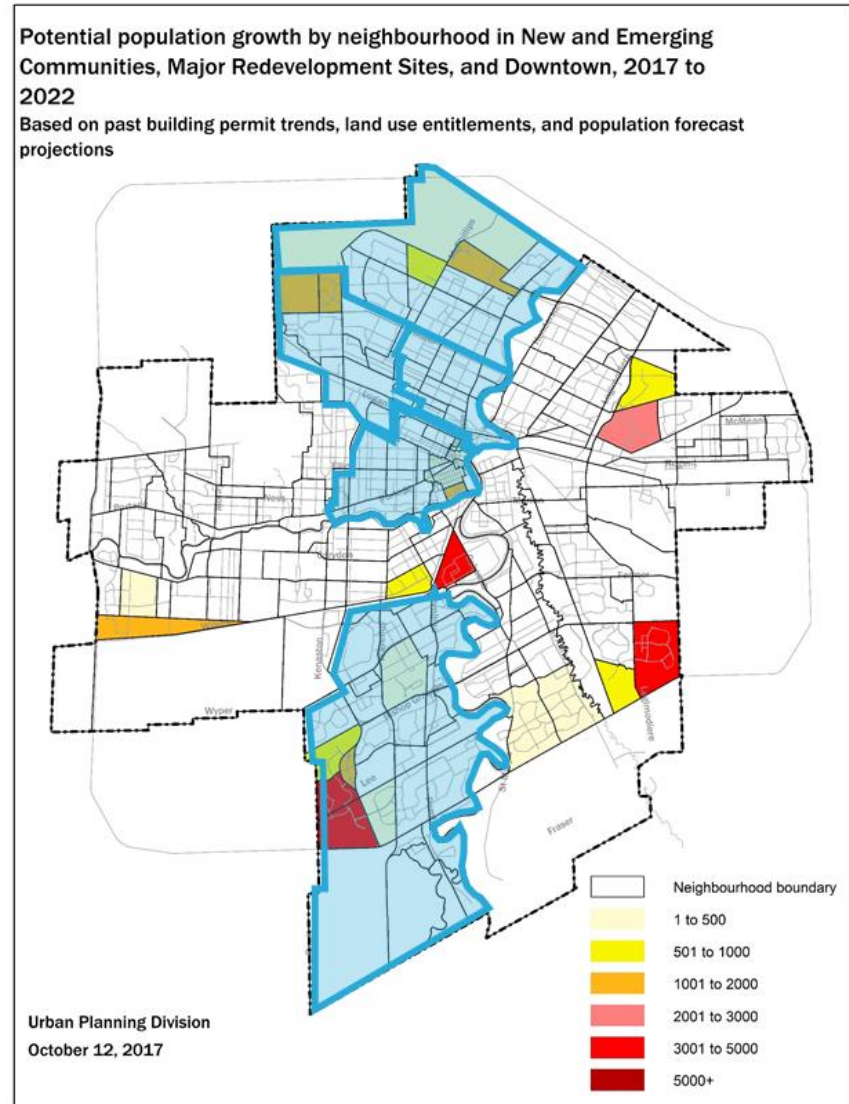
Indicator	Winnipeg	Manitoba	Canada
Non-Official Language spoken most often at home	12%	11%	11.5%
Mother-tongue non-official language	26%	23%	21%
Knowledge of languages other than the official languages	32%	27%	27%

Indicators of Multilingual Communities in Winnipeg CCAs





The population of Winnipeg in 2019 is estimated to be 765,600 and projected to increase by nearly 6% by 2023 to 809,800. The areas of projected growth in each community are outlined on the map. The highest growth area (above 5,000) is highlighted in red. There is some overlap between those communities which have the highest indicators of multilingualism and highest areas of projected growth.



## 2.5 STRENGTHS, KEY CHALLENGES AND OPPORTUNITIES

The consultant team conducted a workshop (Collections Development Workshop) with WPL staff and management, City of Winnipeg representatives and key stakeholders to understand from their perspective the current state of the multilingual collection. This was expressed as strengths, key challenges and opportunities.

### STRENGTHS

- Multiple formats in multiple languages. Audio-visual collection is important for those not literate in their mother tongue.
- Large number of languages in the collection (may also be a challenge).
- Reasonably populated with relatively new materials.
- The Library does a good job with settlement groups.
- The Library does a good job with outreach, explaining what is on offer and helping patrons get what they need.
- The Library supports EAL classes.
- The multilingual collection is comforting for those far from home.
- Within a 2-3 year cycle every language gets new material.
- The JDL holdings are important assets to the community.
- The collection is immediately understood and valued.
- Multilingual collection is a hit for school visits and summer groups.
  - Both children and adult tours.
- Staff who work with the collection, including front line staff, and the community.
- Meeting needs of newcomers to the city.
- A piece of home:
  - Helps show WPL cares.
  - Ability to say “yes, we have material in your languages”.
- The collection is browsable, however, not searchable.
- ILL + Deposits.
- Deposits across system.
- The collection serves as a gateway to other resources in the library.
- Multilingual collection attracts larger donations than other collections. There is a steady stream of small donations.
- Willingness to accommodate community requests and adapt new policies and procedures.
- WPL staff concerned + interested in providing for the community and is always engaged in finding out about what is happening and needed and how to meet those needs.
- Ability to source items.
- Library as community commons.
- A diverse staff make connections that others cannot. Large collection size given the budget constraints and limited vendors.

## KEY CHALLENGES

- Multilingual collection's place within the budget.
- Vendors:
  - Hard to vet and catalogue.
  - Potential contaminates as well.
  - Unknown how to check for biases, propaganda in other languages and countries.
- Very reliant on vendors.
  - Sometimes confusing or mislabeled languages.
  - The actual physical quality of books can't hold up to circulation.
  - Processing is serious challenge such as cleanliness.
  - Long time frame for ordering.
- There are currently 45 languages in the collection – should this be decreased?
- Lack of understanding of how many staff come from multicultural background or language groups reflective of the community. Unknown how many of these staff can interact with Library patrons, and lack of understanding of what these staff can be doing.
- Multilingual, or multicultural applicants are not always part of the recruitment process, not from a lack of desire from WPL but from a lack of applicants.
- Flatlining operating budget.
- Lack of promotion and outreach.
- Determining demand.
- Method to deal with and embrace donations.
- The multilingual collection is a low priority.
- No criteria are used to decide when to add or weed out the collection.
- Logistics of deposits. Should it be a floating collection?

## OPPORTUNITIES

- More e-books for languages with strong written culture.
- Use CanTalk as resource for the Library.
- More community-driven programs, and services in other languages.
- Ensure people other than English speakers can engage with Library patrons. Develop a staff audit for language skills within WPL.
- More A/V resources including general introduction + using the library.
- Ensure input from the community drives changes in collection.
- Need to engage with the community to understand needs and wants.
- Create more partnership opportunities with multilanguage community organizations.
- Build on existing campaigns i.e. kindergarten campaign.



### 3. PUBLIC LIBRARY SCAN RESULTS

The Winnipeg Public Library selected six Canadian public libraries to compare their multilingual collections to. Four of the libraries selected are of comparable budget and service area. The other two are major urban libraries chosen as best practice models

#### Comparable Libraries:

1. Edmonton Public Library
2. Waterloo Public Library
3. Hamilton Public Library
4. Windsor Public Library

#### Best Practice Libraries:

1. Toronto Public Library
2. Vancouver Public Library

### COLLECTION DEVELOPMENT

All libraries studied based the collection they carry on three key criteria.

1. Language Demographics from Census
2. Use
3. Collection Profile

#### 1. Language Demographics from Census

- While most of the libraries studied rely heavily on census data for decision making, Windsor also cited working closely with Settlement Agencies to ensure they understand and are reacting in a timely manner to immigration influxes in the community.

- Edmonton, creates a new collection based on a 2000 language threshold. A 500 item collection is created and monitored for use and grown (or reduced) accordingly. If Winnipeg were to subscribe to this threshold it would be decreasing its collection to a size of 18 languages.

#### 2. Use

- Libraries are monitoring use on an annual basis to ensure that the turnover rate of their collections are above 2.0-2.5 for each language and item. Those collections that don't meet that criteria are weeded accordingly.
- Toronto and Vancouver are constantly weeding the collection and have been reducing the number of languages based on use. Both libraries are increasing the collection size but reducing the number of languages offered. It is more important to have a robust collection with fewer languages rather than fewer items and more languages.
- When asked how they manage removing a language from the collection, libraries had different approaches. Their approaches include: weeding based on usage, removing books through book sales, or donating to a local language community group to remain accessible to the community.



### 3. Collection Profiles

- Both Toronto and Vancouver develop “collection profiles” or “user profiles” to help them understand the needs and desires of those engaging with each language in the collection. Both library systems engage with users as well as community groups and organization to get a true understanding of the needs and wants of the various multilingual communities.
- The Hamilton Public Library will be starting to do more outreach and collection profiling over the next year.
- All collections studied contain both Juvenile and Adult holdings, though buying preferences across languages differ based on use. Within Juvenile collections both Edmonton and Windsor noted a significant preference for Juvenile Dual Lingual in both their purchasing and their collection use.

Library	Languages Offered	Collection Size	Collection as % of Total Holdings	Municipal Population (2016 Census)	% of Population other than official language mother tongue	Ratio of Collection as % of Total Holdings to % of Population other than official language mother tongue
Vancouver Public Library*	17	200,000	8%	610,000	44%	0.18:1
Toronto Public Library*	40	524,000	5%	2,731,571	44%	0.12:1
Edmonton Public Library	21	104,089	9%	1,159,869	31%	0.3:1
Waterloo Public Library	1	5,636	2%	583,500	28%	0.07:1
Windsor Public Library	23	11,102	4%	217,188	27%	0.13:1
Winnipeg Public Library	45	26,680	2%	727,500	26%	0.08:1
Hamilton Public Library*	14	13,249	2%	536,915	23%	0.08:1
Median	23	126,394	4%	938,078	32%	0.14:1
Average	21	26,680	4%	610,000	28%	0.13:1

When compared, Winnipeg’s multilingual collection size as a percentage of total collection is comparable to that of Waterloo and Windsor. However, the multilingual collection represents a significantly larger proportion of the collections in Edmonton, Vancouver, Toronto and Windsor. This number has been checked against the municipal populations whose mother tongue is other than an official language, which shows that with the current density of multilingual population in Winnipeg, WPL is below both the average and median ratio of the multilingual collection to population.<sup>1</sup>

<sup>1</sup> \* Those libraries with an asterisk consider French to be apart of their multilingual collection, this is included in the count of

languages but not the collection size as French has been removed for purposes of calculation.

## CIRCULATION

The table below outlines total circulation for each library as well as annual turnover of the multilingual collections for each of the libraries studied (please note that Waterloo’s circulation numbers were not available).

Library	Annual Circulation	Turnover
Vancouver Public Library*	1,069,965	6.6
Toronto Public Library*	1,242,274	2.4
Edmonton Public Library	104,065	1.5
Waterloo Public Library	13,505	2.4
Windsor Public Library	176,648	15.9
Winnipeg Public Library	35,153	1.0
Hamilton Public Library*	16,042	1.2
Median	379,665	4.4
Average	104,065	2.4

Winnipeg’s multilingual collection has a lower turnover rate than comparable libraries as well as “aspirational” libraries studied. Winnipeg’s turnover rate is below both the average and median turnover rates of the libraries examined.

## Cataloguing

All libraries studied have their multilingual collections fully catalogued. The below outlines specific details.

### Edmonton

- Fully catalogued.
- Original Script cataloguing for Farsi, Arabic and Chinese.
- English transliteration for all other catalogue entries.
- Use Sirsi DYNIX for catalogue.

### Windsor

- Fully catalogued, using ITEM CAT 3 in SIRSI Symphony, MARC records received from vendor.
- Specifiable by languages, and all languages listed as a filter option when searching.
- Catalogue does not use alternate characters so English transliterated title in roman characters for all searching.

### Vancouver

- Fully catalogued and searchable in language of origin.
- However, most people come to the branches to browse the collection.
- The library feels that there is still room for improvement for the interface of the online catalogue.

### Toronto

- The collection is fully catalogued and searchable in language of origin. Toronto Public Library feels the collection is primarily searched digitally.
- Overall circulation of Toronto’s multilingual collection is decreasing. Although there is continual immigration to Toronto from many different countries, most do not remain

in the city because of the high cost of living, therefore most new residents come to Toronto and then end up settling in the “905” region of Greater Toronto.

## Hamilton

- Hamilton’s collection is fully catalogued and searchable.

## Waterloo

- Fully catalogued in English, catalogue can be filtered by language.

## COLLECTION DISTRIBUTION

**Toronto-** collections are throughout all the branches, no deposits or floating collections. Since the Library likes to maintain large collections, the multilingual collections are held in the larger district branches (as opposed to local branches).

**Windsor-** historically the collection has been kept at the Central Branch, however, the Central Branch building has been recently sold, and the collection has been disbursed across branches. While there are plans underway to build a new Central Branch, it is not known whether the collection will return to Central when the facility is completed. This will be decided by comparing collection performance before and after disbursement.

**Vancouver-** the multilingual collection is housed in the main branch as well as throughout the branches. Vancouver has built what they refer to as “destination collections” – collections specific to the community. They used census data initially to determine collection distribution, but now focus much more on use patterns.

**Edmonton-** all of Edmonton’s collections, including the multilingual collection, are floating throughout the system across all 21 branches. They are currently looking into moving away from this system, as it is a challenge for shelf space, and signage for the multilingual collections. They are looking to try and mirror collection deposits closely to the usage in specific areas in the city.

**Hamilton-** the collection is shared across branches; each branch also has its own collection.

**Waterloo-**the collection is based on the Main Branch.

## BUDGET

The table below outlines the total materials budget for each of the libraries examined. The table also compares budgets on a per-capita basis focusing only on those residents whose mother tongue is not one of the two official languages. These comparisons indicate that while Winnipeg has the fourth lowest budget for the multilingual collection, it has the second lowest when considering the multilingual population in the community.

No libraries reported accessing multilingual collection specific grants, though some reported donations, both in the form of items and financial contributions, coming from specific language community groups, and in some cases local consulates.

Library	Budget	Per Capita (Mother Tongue Population)
Vancouver Public Library*	\$500,000	\$1.86
Toronto Public Library*	\$322,000	\$0.27
Edmonton Public Library	\$127,000	\$0.35
Waterloo Public Library	\$7,900	\$0.28
Windsor Public Library	\$21,000	\$0.36
Winnipeg Public Library	\$40,000	\$0.21
Hamilton Public Library*	\$12,000	\$0.10
Median	\$147,129	\$0.49
Average	\$40,000	\$0.28

Toronto, Hamilton, Vancouver, and Edmonton public libraries all have policies in place against accepting physical item donations, all physical materials received are directed to annual book sales. Waterloo accepts donations within specific criteria (i.e. publication date, condition etc.). Waterloo does not accept material in languages that are not held in the collection. Windsor likewise may accept unsolicited materials on the understanding that the Library Board has unconditional right to accept or deny any donations without reservation and they may be put into circulation or sold at book sales.

## SIGNAGE

Vancouver, Toronto and Windsor all have signage in both English and language of origin (in original script and transliteration) both online and onsite to indicate the multilingual collection languages.

Hamilton, Edmonton and Waterloo signage are only in English. In Edmonton there are no language level signage due to the floating nature of the collection and often changing allocations of shelf spaces.

Hamilton and Edmonton libraries have both named their collections "World Languages", other libraries still use "Multilingual."

## ACQUISITIONS AND VENDORS

ARP- Hamilton, Windsor, Edmonton and Waterloo all use ARP for acquisitions, though they have used multiple vendors in the past.

In Vancouver 70% of the collection is developed in house, while 30% is done via ARP.

In Toronto 50% of the collection is selected in house, the rest through ARP.

## Vendors

The below list of vendors outlines all those provided by libraries studied. Toronto and Vancouver indicated that they also had sent staff abroad to purchase books in the past.

- Library Services Centre
- Library Bound
- Dragon Source
- Sino
- CVS
- DK International
- Pan Asian
- Multicultural Books and Videos
- Artus
- Heidi Liu
- Indian Bookworld
- Knigomania
- Librital Italian Book Centre
- Romanian Pages Bookstore
- South East Books / Serbica Books
- Spanish books
- Vietnam Bookstore
- Dragon Source/Qikan- subscription-based digital product for Chinese language
- Press Reader

Most libraries studied reflected similar concerns to Winnipeg at sourcing multilingual materials for the collection, and that rather than budget this is the biggest constraint to building the collection. Edmonton and Windsor also noted space constraints as challenging, especially given the floating nature of the collection in Edmonton and the recent closure of the central branch in Windsor.

## OUTREACH AND PROGRAMMING

All libraries studied reflected that they would like to see increased outreach in the future and stronger promotion of the multilingual collections.

Future initiatives cited include promotion to various language communities through:

- Community centres
- Ethnic shopping malls and stores
- Schools and places of worship

Current multilingual programming from the libraries examined include:

- Programming and events around holidays
- Displays in branches
- Multi-language website features
- Partnerships with settlement agencies
- Outreach to various linguistic groups through their clubs, community centres and social organizations.
- Website
- Programming for non-English speakers
- Carousels on the digital catalogue
- Front-line staff promoting to users

## STAFFING AND VOLUNTEERS

All of the libraries examined currently have some complement of multilingual staff that reflect the languages in the collection. Not every language is represented by staff in every library we examined, but certainly a considerable amount. Generally, these staff are in front-line positions and are not actively engaged in the collection development process. Some libraries use a staff resource list to document language capacity within staff for ease of use when needed to serve a customer. Though this is generally a knowledge gap in terms of specific data on staff capabilities regarding language.

Multilingual staff also help in the development of the collection. In the case of Toronto and Vancouver, for example, multilingual staff are instrumental in the vetting and selection of items for the collection.

None of the libraries studied had successfully incorporated volunteers in the management and development of their multilingual collections.

## 4. VISION FOR THE FUTURE

### 4.1 VISION FOR THE MULTILINGUAL COLLECTION

During the Collections Development Workshop participants answered the following question:

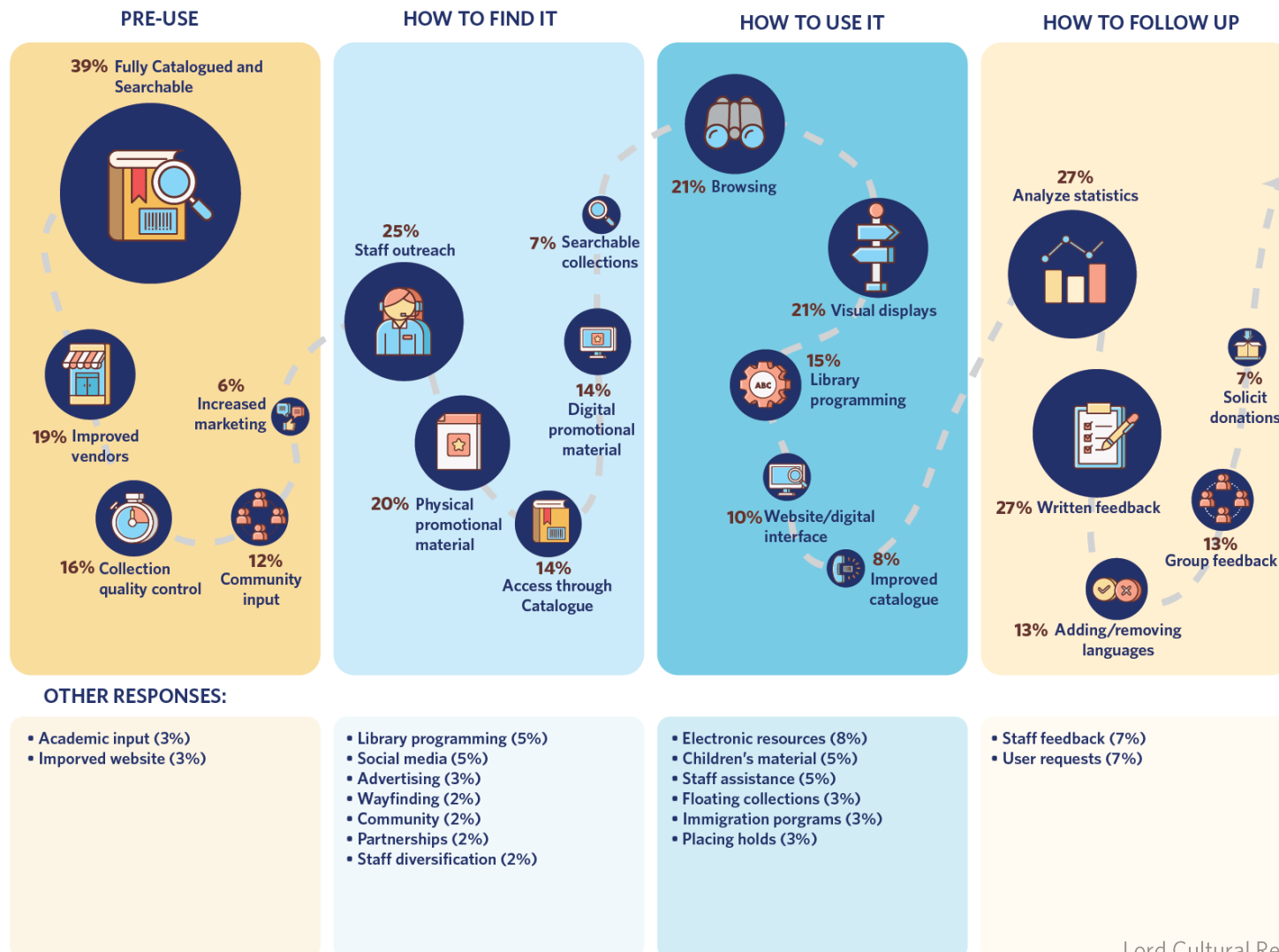
The below vision for the multilingual collection distills the feedback from workshop participants as follows:

**In 2025 the WPL multilingual collection will be....**

- **A fully catalogued and searchable collection.**
- **Reflective of the neighbourhood language demographics of Winnipeg, and responsive to the needs and use of those communities.**
- **Accessible, diverse, and relevant.**
- **Well promoted and known in Winnipeg's diverse communities.**
- **Include a variety of formats, both physical and digital.**
- **A vital source for Winnipeggers to learn, and maintain languages, other than Canada's official languages.**

## 4.2 THE USER JOURNEY OF THE FUTURE

As part of the Collections Development Workshop, participants were also asked to envision the user journey of the future. The below graphic illustrates the top five key components of each of the stages of the user’s journey as expressed by participants. See Appendix C for complete responses from participants.





## THE EVOLUTION OF THE USER JOURNEY

The most significant changes to the user journey as envisioned by workshop participants are as follows:

### Pre-Use

Significant increase to the pre-use phase - especially through cataloguing, with improved vendors and community input. The importance of cataloguing in the pre-use stage is evident throughout the vision for the future user journey outlined by participants.

### How to Find It

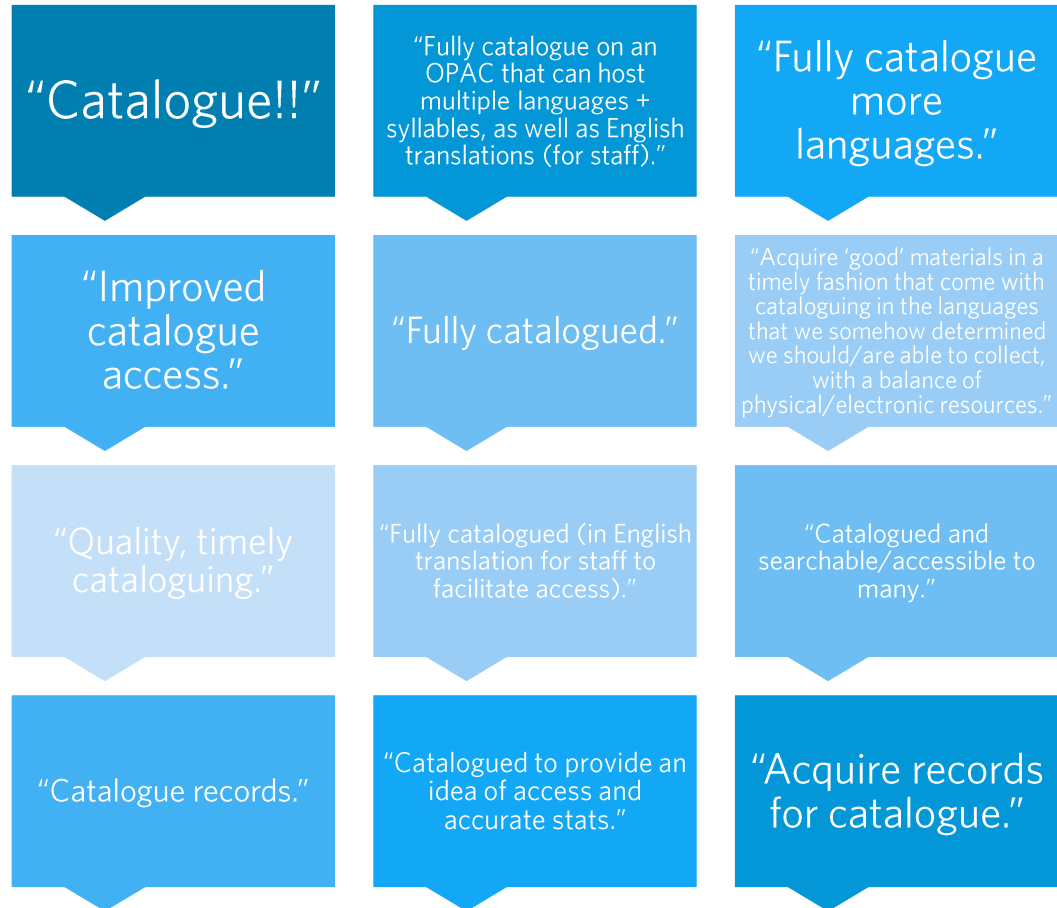
Increased promotional material both physically and digitally. Increased staff outreach. Collection is directly discoverable through the catalogue.

### How to Use it

Improved on-site signage and browsing experience, the improved catalogue will allow for holds and other web/digital interfacing with the collection. Programming will be created in alignment of the multilingual collection.

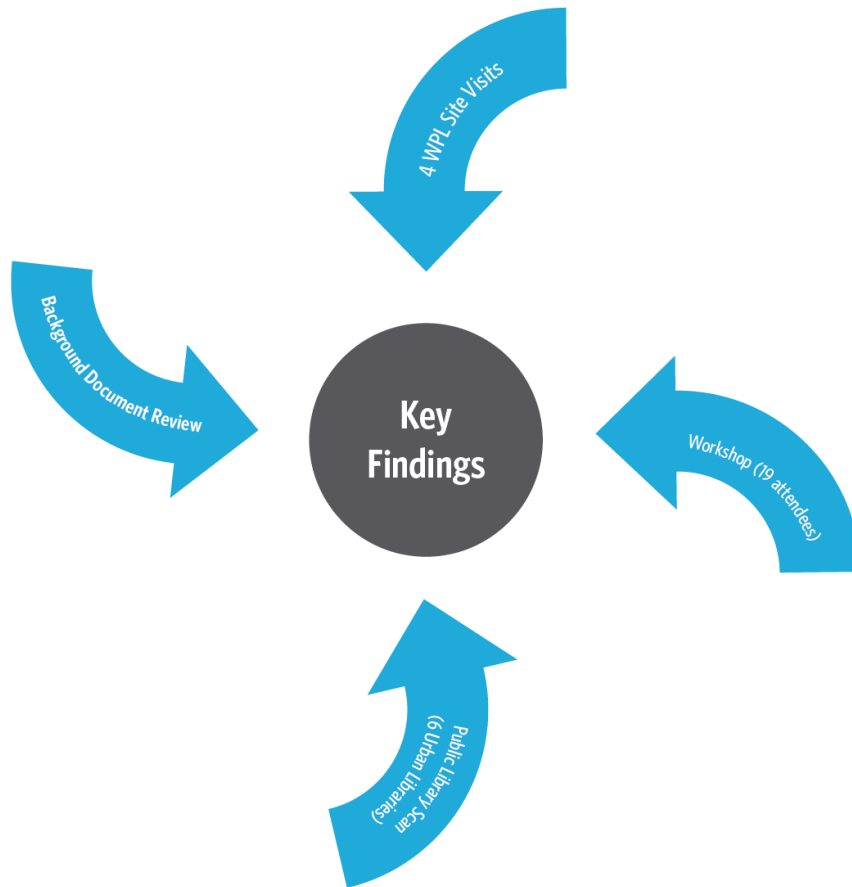
### How to Follow Up

Consistent statistical analysis of the collection, resulting in the addition and removal of languages to meet community needs. User feedback will be solicited in a more formal manner in either written or group form.



# 5. KEY FINDINGS

All of the inputs discussed in this report have resulted in the following key research findings:



1. A fully catalogued collection by item/title is critical for the efficient management, use and analysis of the multilingual collection.
2. Cataloguing as well as in-library signage should ideally be in English as well as the language of origin both transliterated and original script.
3. Libraries are actively engaging in greater outreach with their multilingual communities to develop and monitor the collection
4. While Toronto and Vancouver are relying less on ARP for collection development and using in-house multilingual staff resources to sources and evaluate collections, comparable size library systems to Winnipeg are moving to predominantly ARP for collections development.
5. Libraries actively engage in weeding their collections. They want the newest books on the shelves.
6. Libraries are opting for fewer languages with larger collections for each language rather than more languages with fewer items.
7. Finding suitable vendors for multilingual collections is a challenge for the libraries, particularly for digital collections.
8. Statistical analysis of both language demographics and collection circulation should be done on an annual basis to ensure strategic choices in collection development and distribution.

## 6. NEXT STEPS

The following are the next steps in the process as we continue to evaluate and strategize for the future of the Winnipeg Public Library's Multilingual Collection.

- Meeting to review the *State of the Collection and Key Findings Report* – Week of October 28<sup>th</sup>- November 1<sup>st</sup>
- Phase 2 beginning in November including the following deliverables
  - Draft Multilingual Collections Strategy
  - Community Engagement Strategy and Templates
  - Multilingual Collections Promotional Guide
  - Draft and Final Report- draft presented over web conference.



# APPENDIX A: WORKSHOP PARTICIPANTS

1. Kathleen Williams	Administrative Coordinator of Adult Programming and Outreach	WPL
2. Paula Harrison	Special Services Librarian	WPL
3. Karin Borland	Administrative Coordinator of Youth Services	WPL
4. Tamara Opar	Youth Services Head Librarian	WPL
5. Betty Parry	Administrative Coordinator of Public Services and Collection Development	WPL
6. Chris Laurie	Outreach Librarian	WPL
7. Corrina Loewen	Curriculum & Teacher Training Coordinator	Altered Minds Inc.
8. Andrew McCulloch	Branch Head	WPL
9. Theresa Lomas	Administrative Coordinator of Central Library Services	WPL
10. Yevgen Balytskyy	Research Analyst	City of Winnipeg
11. Ed Cuddy	Manager of Library Services	WPL
12. Monique Ireland	Chair of The Board	WPL Board
13. Carolyn Minor	Section Head of Special Services	WPL
14. Gordon Crook	Member-at-Large	WPL Board
15. Stephanie Graham	Branch Head	WPL
16. David Lyons	Support Services Supervisor	WPL
17. Chris Steinbusch	Support Services Head Librarian	WPL
18. Terri Wiest	Acting Marketing and Communications Specialist	WPL
19. Gololcha Boru		City of Winnipeg

# **APPENDIX B: PUBLIC LIBRARY SCAN INTERVIEWEES**

Thank you to the interview participants from the six Public Library Scan libraries for the information and time provided.

1. Nancy Peel, Public Service Manager- Collections, Windsor Public Library
2. Nancy Porteous, Manager Collection Management & Access, Edmonton Public Library
3. Alannah Daily, Manager, Library Collections, Waterloo Public Library
4. Kay Cahill, Director, Collections & Technology, Vancouver Public Library
5. Matthew Abbott, Manager of Collections & Extension Services, Hamilton Public Library
6. Michele Melady, Manager, Planning & Development, Toronto Public Library

# APPENDIX C: USER JOURNEY CODEBOOK

Descriptor	Example	Frequency
<b>Pre-Use</b>		<b>(n=31)</b>
Fully Catalogued and Searchable	<ul style="list-style-type: none"> <li>- "Catalogue!!"</li> <li>- "Fully catalogue on an OPAC that can host multiple languages + syllables, as well as English translations (for staff)."</li> <li>- "Fully catalogue more languages."</li> <li>- "Improved catalogue access."</li> <li>- "Fully catalogued."</li> <li>- "Acquire 'good' materials in a timely fashion that come with cataloguing in the languages that we somehow determined we should/are able to collect, with a balance of physical/electronic resources."</li> <li>- "Quality, timely cataloguing."</li> <li>- "Fully catalogued (in English translation for staff to facilitate access)."</li> <li>- "Catalogued and searchable/accessible to many."</li> <li>- "Catalogue records."</li> <li>- "Catalogued to provide an idea of access and accurate stats."</li> <li>- "Acquire records for catalogue."</li> </ul>	12 (39%)
Improved vendors	<ul style="list-style-type: none"> <li>- "Better vendors!"</li> <li>- "Ability to order specific titles."</li> <li>- "Access to better suppliers."</li> <li>- "Collections acquired through one-shop vendor."</li> <li>- "Better materials."</li> <li>- "Acquire vendors who can provide known content."</li> </ul>	6 (19%)
Collection quality control	<ul style="list-style-type: none"> <li>- "Quality of materials &amp; physical collection."</li> <li>- "Appropriate collection."</li> <li>- "Collection policy updated and annually maintained: targets, what languages."</li> <li>- "Acquiring collections in a timely manner."</li> <li>- "Staff are aware of &amp; trained in availability of collections."</li> </ul>	5 (16%)
Community input	<ul style="list-style-type: none"> <li>- "More input into selection."</li> </ul>	4 (12%)

	<ul style="list-style-type: none"> <li>- "Community consulting."</li> <li>- "Input from language speakers."</li> <li>- "Formal community input, on what to order including books, magazines, newspapers, A/V, and language speakers to inform on collection."</li> </ul>	
Increased marketing	<ul style="list-style-type: none"> <li>- "More marketing to cultural agencies."</li> <li>- "Marketing."</li> </ul>	2 (6%)
Academic input	<ul style="list-style-type: none"> <li>- "Stronger partnerships with academia (university of wpg/mb/saint-boniface) in vetting and acquiring materials for the multilingual collections."</li> </ul>	1 (3%)
Improved website	<ul style="list-style-type: none"> <li>- "Website."</li> </ul>	1 (3%)
<b>How to Find it</b>		<b>(n=59)</b>
Staff outreach	<ul style="list-style-type: none"> <li>- "Staff with tags identifying which language they can speak."</li> <li>- "Staff promotion one-on-one."</li> <li>- "Outreach staff and finding aids."</li> <li>- "Branch staff."</li> <li>- "Standardize educational outreach to EAL communities."</li> <li>- "Continue outreach in the community by outreach staff + branch staff."</li> <li>- "Ask staff."</li> <li>- "Outreach to educators: better informed for the services available within the library."</li> <li>- "Strategic outreach either directly to ethnocultural groups or through 3<sup>rd</sup> party stakeholders like MB Start/IRCOM/IPW."</li> <li>- "Raising the awareness of parent to child reading! The importance for both: creating the culture of reading within the family!"</li> <li>- "Outreach to settlement &amp; ethnocultural groups."</li> <li>- "More promotion at outreach opportunities."</li> <li>- "Take to outreach events."</li> <li>- "More promotions to local schools."</li> <li>- "Outreach formalized and in writing for tour language standardization."</li> </ul>	15 (25%)
Physical promotional material	<ul style="list-style-type: none"> <li>- "Handouts in each language we have a collection in."</li> <li>- "Better signage."</li> <li>- "Promotional handouts."</li> <li>- "Handouts."</li> <li>- "Multilingual general info handouts."</li> <li>- "Promotion through print material, ethnocultural publications."</li> <li>- "More handouts (already in the works)."</li> <li>- "Signage with name of collection."</li> </ul>	12 (20%)

	<ul style="list-style-type: none"> <li>- "Promotion in language, or in general to Winnipeg."</li> <li>- "Used in presentation as display."</li> <li>- "I like the floating idea, plus book displays &amp; signage in appropriate languages."</li> <li>- "There is a generalized written tour of Millennium but a specific one for EAL."</li> </ul>	
Access through Catalogue	<ul style="list-style-type: none"> <li>- "Accessible OPAC (with English translations)."</li> <li>- "Through use of the catalogue."</li> <li>- "Catalogued."</li> <li>- "Enterprise catalogue."</li> <li>- "Be able to search website and catalogue in various languages."</li> <li>- "Dual language cataloguing."</li> <li>- "Online, if catalogued."</li> <li>- "Translate catalogue (and website) into other languages for easy access."</li> </ul>	<b>8 (14%)</b>
Digital promotional material	<ul style="list-style-type: none"> <li>- "Videos."</li> <li>- "Collection promotion on the website."</li> <li>- "Website, including YouTube videos in multiple languages."</li> <li>- "Find it online."</li> <li>- "Catalogue library app in multiple language interfaces."</li> <li>- "Video promotion."</li> <li>- "Online promotion."</li> <li>- "Self-guided tour on website."</li> </ul>	<b>8 (14%)</b>
Searchable collections	<ul style="list-style-type: none"> <li>- "Within a branch (smaller collection)."</li> <li>- "Millennium (main collection)."</li> <li>- "Searchable: select keyboard/alphabet for searching - touchscreen?"</li> <li>- "Searchable both for customers and staff."</li> </ul>	<b>4 (7%)</b>
Library programming	<ul style="list-style-type: none"> <li>- "Promotional events/programs."</li> <li>- "Promotional tours."</li> <li>- "Possibly used as programming material (+ staff are encouraged to use their skills/other language to let this happen)."</li> </ul>	<b>3 (5%)</b>
Social media	<ul style="list-style-type: none"> <li>- "Social media in multiple languages."</li> <li>- "Social media in various languages/WhatsApp."</li> <li>- "Ethnocultural social media."</li> </ul>	<b>3 (5%)</b>
Advertising	<ul style="list-style-type: none"> <li>- "Local cultural publications."</li> <li>- "Advertise in cultural publications."</li> </ul>	<b>2 (3%)</b>



Wayfinding	- "Wayfinding."	1 (2%)
Community	- "Community groups."	1 (2%)
Partnerships	- "Immigration Partnership Winnipeg: they could be a vital partner in engaging the various sectors that engage with settlement sectors!"	1 (2%)
Staff diversification	- "Library staff that reflect community; we are not diverse enough (many reasons why... need to look at all options to improve)."	1 (2%)
<b>How to Use it</b>		<b>(n=39)</b>
Browsing	<ul style="list-style-type: none"> <li>- "Browsing."</li> <li>- "In person."</li> <li>- "Browsing/viewing."</li> <li>- "Broaden print collection."</li> <li>- "Continue browsing collections."</li> <li>- "In person."</li> <li>- "Browse/search."</li> <li>- "Browsing in branch."</li> </ul>	8 (21%)
Visual displays	<ul style="list-style-type: none"> <li>- "Signage."</li> <li>- "Signage in English as well as their own language."</li> <li>- "Better signage in different languages."</li> <li>- "Displays."</li> <li>- "Wayfinding signage."</li> <li>- "Bilingual signage."</li> <li>- "Panel signage + collection signage in multiple languages."</li> <li>- "Promotional displays."</li> </ul>	8 (21%)
Library programming	<ul style="list-style-type: none"> <li>- "Programming with staff that speak/understand languages."</li> <li>- "Programs for/in these languages."</li> <li>- "Specific language programs."</li> <li>- "Added value in English speaking programs."</li> <li>- "Programming and displays."</li> <li>- "TD summer reading."</li> </ul>	6 (15%)
Website/digital interface	<ul style="list-style-type: none"> <li>- "Online/at home."</li> <li>- "Online."</li> <li>- "Interfaces to access collection."</li> <li>- "Searching online."</li> </ul>	4 (10%)
Improved catalogue	<ul style="list-style-type: none"> <li>- "Searchable in catalogue."</li> <li>- "Call numbers in English/other languages."</li> <li>- "Call requests."</li> </ul>	3 (8%)

Electronic resources	<ul style="list-style-type: none"> <li>- "Balance of eBooks/eResources with physical items."</li> <li>- "More and further developed online eBooks."</li> <li>- "Listen/look - audio/visual."</li> </ul>	3 (8%)
Children's material	<ul style="list-style-type: none"> <li>- "Acquire audiovisual material for children."</li> <li>- "Balance of juvenile/adult books."</li> </ul>	2 (5%)
Staff assistance	<ul style="list-style-type: none"> <li>- "Staff to assist (or volunteers)."</li> <li>- "Outreach."</li> </ul>	2 (5%)
Floating collections	<ul style="list-style-type: none"> <li>- "Floating collections once they are catalogued."</li> </ul>	1 (3%)
Immigration programs	<ul style="list-style-type: none"> <li>- "MIIC security screening revamped to improve access (trauma-informed, refugee)."</li> </ul>	1 (3%)
Placing holds	<ul style="list-style-type: none"> <li>- "Customers love to place holds and are thrilled by getting items available for pickup."</li> </ul>	1 (3%)
<b>Follow-Up</b>		<b>(n=15)</b>
Analyze statistics	<ul style="list-style-type: none"> <li>- "Circulation stats."</li> <li>- "Review use stats annually."</li> <li>- "Stats."</li> <li>- "Stats."</li> </ul>	4 (27%)
Written feedback	<ul style="list-style-type: none"> <li>- "Surveys in multiple languages."</li> <li>- "Comment forms."</li> <li>- "Formal surveys."</li> <li>- "Surveys."</li> </ul>	4 (27%)
Adding/removing languages	<ul style="list-style-type: none"> <li>- "Formal process for adding/removing languages."</li> <li>- "Add/delete collections."</li> </ul>	2 (13%)
Group feedback	<ul style="list-style-type: none"> <li>- "Feedback from groups."</li> <li>- "Staff engagement with community groups."</li> </ul>	2 (13%)
Solicit donations	<ul style="list-style-type: none"> <li>- "Donate."</li> </ul>	1 (7%)
Staff feedback	<ul style="list-style-type: none"> <li>- "Getting input from staff."</li> </ul>	1 (7%)
User requests	<ul style="list-style-type: none"> <li>- "Request more/different."</li> </ul>	1 (7%)

# **SD2: PROMOTIONAL GUIDE FOR THE WORLD LANGUAGES COLLECTION**

# Winnipeg Public Library

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**World Languages Collections Study**  
World Languages Collections  
Promotional Guide

December 2019

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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# 1. INTRODUCTION AND BACKGROUND

## GOALS OF THE STUDY

The Winnipeg Public Library (WPL) has embarked on an exciting and important initiative to study and assess its multilingual collection. The goals of this study are as follows:

- Establish best practices for a multilingual collection  
Ensure the multilingual collection is relevant, accessible and used to:
  - Improve discoverability of WPL’s multilingual collection; and
  - Ensure that WPL’s multilingual collection best meets the needs of the Winnipeg community within the scope of the budget

WPL has retained Lord Cultural Resources to conduct the study to first assess WPL’s current multilingual collection and to make recommendations that will meet the goals of the study above.

## ABOUT THIS REPORT

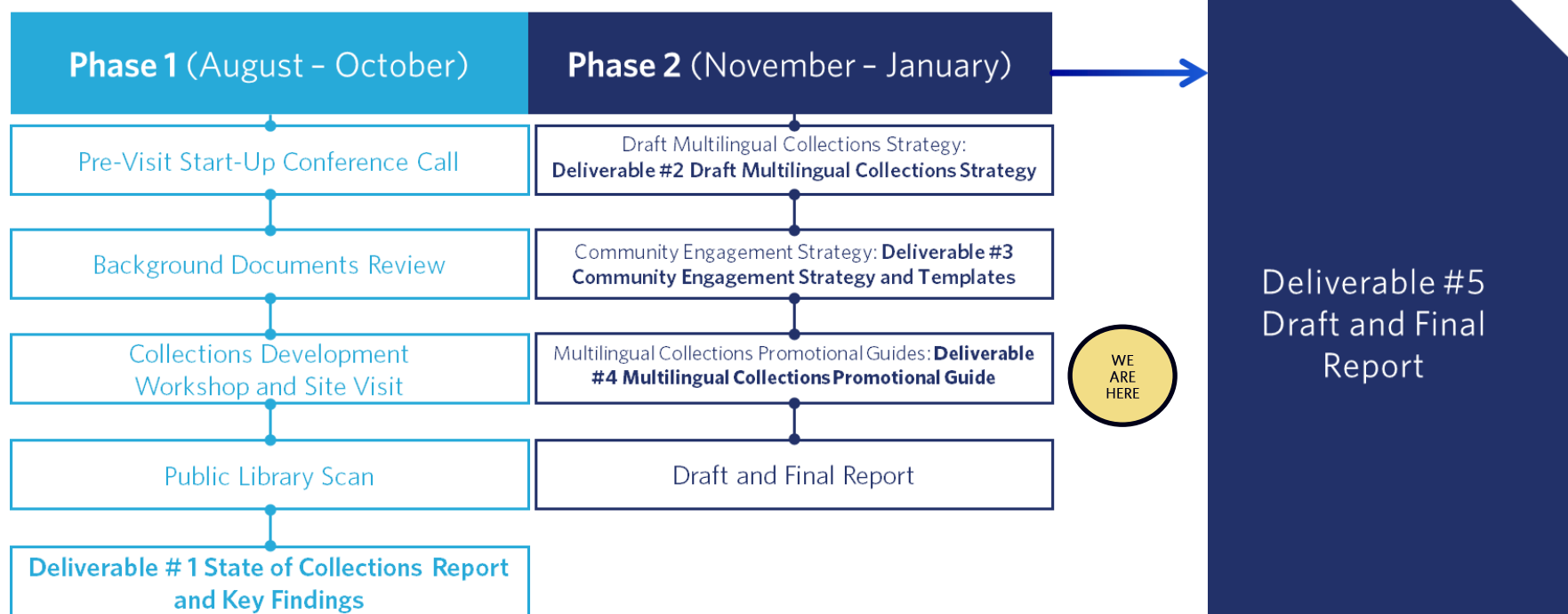
This World Languages Collection Promotional Guide is organized as follows:

- **Chapter One** - an introduction and background that describes our methodology and work completed to date;
- **Chapter Two** - presents the promotional guide for the World Languages Collection; and
- **Chapter Three** - reports our next steps in the process.

The purpose of this report is to present a promotional guide for the World Languages Collection, outlining the platforms, content and schedule we recommend for communicating the offerings of the World Languages Collection to the community.

## STUDY PROCESS

The following diagram illustrates the Multilingual Collections Study process the Winnipeg Public Library is undertaking and where we are in the process.





## WORK COMPLETED

Work completed to date on the Multilingual Collection Study includes:

- Pre-visit start up meeting,
- Background document review,
- Analysis of demographics, current collections and collections usage,
- Library Site visits (Millennium and three other branches),
- Collections development workshop (19 attendees),
- Public Library Scan (6 urban public libraries across Canada),
- Deliverable 1: Multilingual Collections Study: State of Collections and Key Findings Report, Draft and Final,
- Deliverable 2: Draft Multilingual Collections Strategy,
- Deliverable 3: Community Engagement Strategy and Templates
- Deliverable 4: World Languages Collections Promotional Guide



## 2. PROMOTIONAL GUIDE

### DIFFERENTIATING BETWEEN PROMOTION AND ENGAGEMENT

#### PROMOTION

Promotion refers to the means in which the Library communicates its services, programs, events and collections to its users. Promoting WPL's multilingual offerings will contribute to:

- increased use,
- increased value in the organization,
- education of users and changed perceptions.

This form of communication is mostly one way. The focus is providing information rather than soliciting feedback as is the case with community engagement. Best practice would dictate that the information gained through community consultation is used to inform strategic promotional strategies.

#### ENGAGEMENT

The American Library Association defines community engagement as “the process of working collaboratively with community members—be they library customers, residents, faculty, students or partner organizations— to address issues for the betterment of the community.” Community engagement empowers community members to consider and express their views on how their needs can be best met.

The goal of community engagement is:

- to build lasting relationships;

- to meet the needs of Winnipeg residents including the multilingual communities;
- to improve the library benefits that respond to those needs., WPL needs to engage its communities.

By asking the community the means through which they prefer to be communicated will help to guide WPL to achieve the broadest possible promotional reach.

### PROMOTIONAL PROCESS

The following steps are needed when considering promotion of the World Languages Collection.

1. **Identify Promotional Platforms** – identify which communication tools will be used to promote the World Languages Collection.
2. **Determine Key Communications Points**- identify the key points the promotional materials are working to convey.
3. **Create Promotional Schedule**- create schedule to ensure the regular promotion of the World Languages Collection is incorporated into WPL's existing promotional efforts.
4. **Ensure Staff and Board are Trained on Key Communication Points**- train staff, board and other supporters so they can act as ambassadors for the collection.

## 1. IDENTIFY PROMOTIONAL PLATFORMS

The Winnipeg Public Library currently uses seven digital platforms to promote its collections and services to the public. WPL also uses print flyers and brochures for program and event promotion.

Current promotional platforms are as follows:

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Email
6. Podcasts
7. WPL Website
8. Print promotional material

The above platforms, are excellent options through which to communicate the offerings of the WPL World Languages Collection.

We recommend that the World Languages Collection be featured and promoted using these existing WPL promotional platforms. Though this is the current standard for promoting all of WPL's offerings, we propose that as the WPL is looking to increase use and accessibility of the World Languages Collection it is important that this material is featured more regularly on WPL's channels.

In addition to these existing platforms it is important to recognize the value of word of mouth promotion of the World Languages Collection by WPL's staff, friends, foundation, users, and board members. Empowering these groups to act as ambassadors for WPL at large and for the World Languages Collection specifically will contribute to WPL's promotional efforts.

## 2. DETERMINE KEY COMMUNICATION POINTS

The following key communication points should be included in promotional material for the World Languages Collection. These communication points do not need to be included verbatim, these key points are designed to be a tool for communications staff to understand what they are trying to communicate about the collection to current and future users.

- Winnipeg's World Languages Collection has 25 different languages from around the world in addition to including Indigenous languages.
- The World Languages Collection has material for both Adults and Juvenile (Kids) including books in two languages.
- The World Languages Collection has a wide variety of material including fiction, non-fiction, juvenile, juvenile dual-language and audio-visual materials
- The collection can be searched on WPL's website, and holds can be placed to pick up the materials at the branch of the user's preference. (*Once the collection has been catalogued.*)

## Example Texts

The below texts serve as examples for WPL's marketing team to use when creating communications regarding the World Languages Collection, they are adapted from the Key Communication Points to be accessible to audiences reading through Winnipeg's promotional channels.

1. *The Winnipeg Public Library has books, movies, music and digital content in 25 different languages! See what's available in your language. Place holds to request the items you want.*
2. *Want to browse the collection in person at the library? Check the list of branches that have collections in different languages.*
3. *Winnipeg Public Library has books for adults and children (including dual language books), magazines, music CDs and DVDs. To find materials in your language, search our catalogue.*
4. *WPL offers books, magazines, movies and music in 25 languages from around the world, including French, Chinese and Spanish. They're all FREE with your Library card!*

## Example Social Media Collateral

The below social media card is an example of the communications that can be created to coincide with these events and highlight the World Languages Collection.



### 3. CREATE PROMOTIONAL SCHEDULE

The World Languages Collection should be included on a monthly basis on both WPL social media, and email marketing platforms. On months where WPL can capitalize on existing international holidays and events such as language days. We recommend aligning messaging for monthly communications with specific holidays wherever possible to amplify the messaging. On non-specific months, messaging should focus on the key communications messages and the collection as a whole.

Date	Special Holiday	Feature
January	N/A	World Languages Collection
February 21 <sup>st</sup>	International Mother Language Day	World Languages Collection
March 20 <sup>th</sup>	Russian Language Day at the UN	Russian
March 25 <sup>th</sup>	Hellenic Heritage Day	Greek
April 20 <sup>th</sup>	Chinese Language Day at the UN	Chinese
April 23 <sup>rd</sup>	English Language Day at the UN	English
April 23 <sup>rd</sup>	Spanish Language Day at the UN	Spanish
May 24 <sup>th</sup>	Iranian Heritage Day	Farsi
June 12 <sup>th</sup>	Filipino Heritage Day	Tagalog
June	Portuguese Canadian Heritage Month	Portuguese
July	N/A	World Languages Collection
August	N/A	World Languages Collection
September 30 <sup>th</sup>	International Translation Day	World Languages Collection
October	Polish Heritage Month	Polish
October 3 <sup>rd</sup>	Korean Heritage Day	Korean
November	N/A	World Languages Collection
December 18 <sup>th</sup>	Arabic Language Day at the UN	Arabic
2019	International year of Indigenous Languages	Indigenous collection

## 4. ENSURE STAFF AND BOARD ARE TRAINED ON KEY COMMUNICATION POINTS

Web, Mobile Web and Social Media are the three most important pre-visit sources of information for cultural organizations. After this, 30.5% of cultural organization visitors in the US relied on word-of-mouth to find out about cultural offerings. Word of mouth is also used onsite as a source of information for 27.4% of visitors to cultural organizations, and can impact visitor satisfaction by 7.63% compared to those who don't engage in interpersonal conversations to find out information on site.

It is therefore important that WPL's staff, friends, foundation, and board members be trained to have the knowledge they need to impart the most important information about the World Languages Collection to WPL's users and customers. Empowering these groups to act as ambassadors for WPL at large and for the World Languages Collection specifically will contribute significantly to WPL's promotional efforts.

### Key Communication Points

Ensuring that all staff, friends, foundation and board members are equally informed on the key communication points regarding the World Languages Collection will help them to serve as goodwill ambassadors for the collection through Word of Mouth, these communication messages are largely the same as those for promotion on other platforms with the exception of additional points with regards to fundraising.

- Winnipeg's World Languages Collection has 25 different languages from around the world in addition to including Indigenous languages.
- The World Languages Collection has material for both Adults and Juvenile (Kids) including books in two languages.
- The World Languages Collection has a wide variety of material including fiction, non-fiction, juvenile, juvenile dual-language and audio-visual materials
- The collection can be searched on WPL's website, and holds can be placed to pick up the materials at the branch of the user's preference. (*Once the collection has been catalogued.*)
- The World Languages Collection is an important part of the WPL according to those who work in settlement services "It is important for any library to have various languages which would cater to other cultures," "It brings them closer to home."
- We want to continue to grow and catalogue the World Languages Collection but this takes time and financial resources. Purchasing books with the details required to make the collection searchable online costs more and we could use your support to help fully modernize our World Languages Collection.
- 26% of Winnipegger's mother-tongues is something other than English or French. Help us make our library and our community more welcoming through growing and improving our World Languages Collection.



## 3. CONCLUSIONS AND NEXT STEPS

The above World Languages Collections promotional guide is designed as a tool to support and enhance community awareness and use of WPL's World Languages Collection. They are derived by what we understand to be missing in the Library's current promotional practices, and strategies regarding the World Languages Collection. They are further informed by library best practices across North America and by the consultant teams experience and judgement.

These strategies and recommendations can only be effective if they are implemented and put into practice, and if they are conducted on a consistent basis.

The next steps of this study process will be a conference call to discuss these reports on December 20th followed by the completion of the Final Report for this study. It will be comprised of all of the findings, recommendations and tools created through both Phases 1 and Phase 2 of the project including the finalized recommendations for the World Languages Collection Strategy.

# **SD3: COMMUNITY ENGAGEMENT STRATEGY FOR THE WORLD LANGUAGES COLLECTIONS**



# Winnipeg Public Library

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**World Languages Collection**  
Community Engagement Strategy  
and Templates

December 2019

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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# 1. INTRODUCTION AND BACKGROUND

## GOALS OF THE STUDY

The Winnipeg Public Library (WPL) has embarked on an exciting and important initiative to study and assess its multilingual collection. The goals of this study are as follows:

- Establish best practices for a multilingual collection
- Ensure the multilingual collection is relevant, accessible and used to:
  - Improve discoverability of WPL’s multilingual collection; and
  - Ensure that WPL’s multilingual collection best meets the needs of the Winnipeg community within the scope of the budget

WPL has retained Lord Cultural Resources to conduct the study to first assess WPL’s current multilingual collection and to make recommendations that will meet the goals of the study above.

## ABOUT THIS REPORT

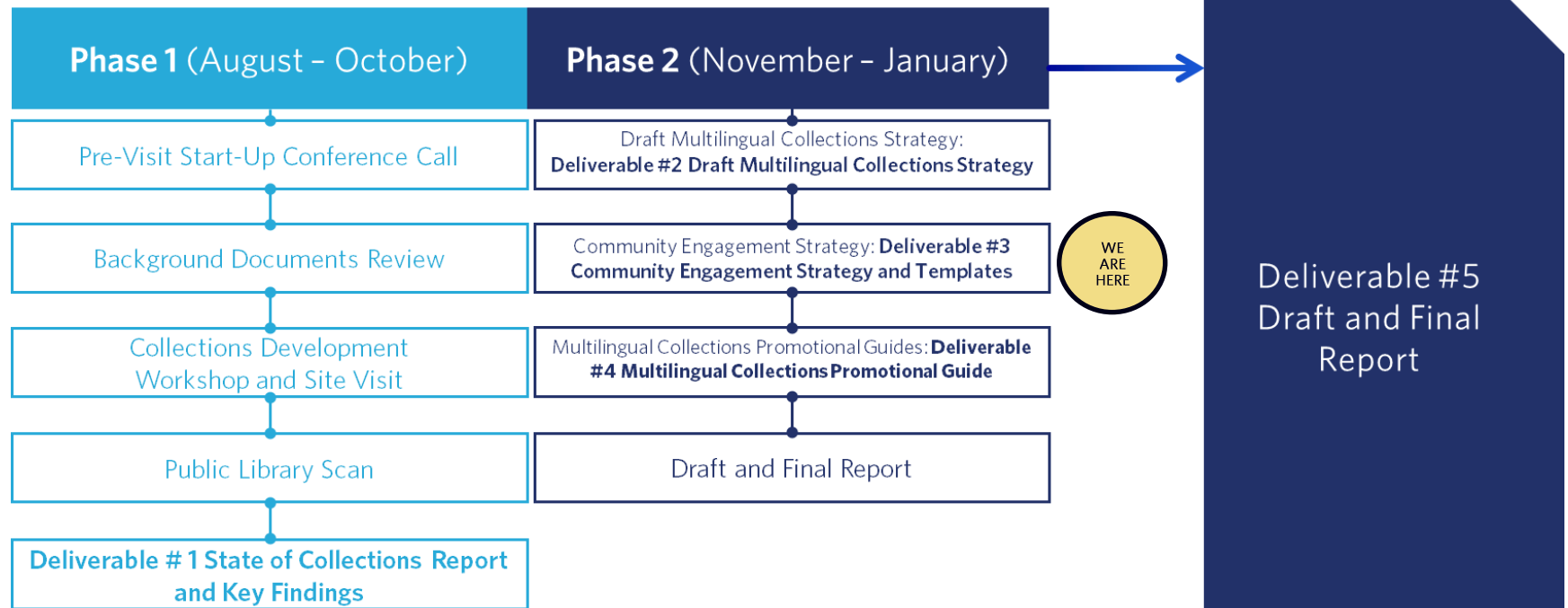
This Community Engagement Strategy and Template is organized as follows:

- **Chapter One** - an introduction and background that describes our methodology and work completed to date;
- **Chapter Two** - presents the community engagement strategy; and
- **Chapter Three** - reports our conclusion and next steps in the process.

The purpose of this report is to present the community engagement strategy for the multilingual collection and provide templates for this engagement.

## STUDY PROCESS

The following diagram illustrates the Multilingual Collections Study process the Winnipeg Public Library is undertaking and where we are in the process.



## WORK COMPLETED

Work completed to date on the Multilingual Collection Study includes:

- Pre-visit start up meeting,
- Background document review,
- Analysis of demographics, current collections and collections usage,
- Library Site visits (Millennium and three other branches),
- Collections development workshop (19 attendees),
- Public Library Scan (6 urban public libraries across Canada),
- Deliverable 1: *Multilingual Collections Study: State of Collections and Key Findings Report, Draft and Final*,
- Deliverable 2: *Draft Multilingual Collections Strategy*,
- Deliverable 3: *Community Engagement Strategy and Templates*
- Deliverable 4: *World Languages Collection Promotional Guide*



## 2. COMMUNITY ENGAGEMENT STRATEGY

### DIFFERENTIATING BETWEEN PROMOTION AND ENGAGEMENT

#### ENGAGEMENT

The American Library Association defines community engagement as “the process of working collaboratively with community members— be they library customers, residents, faculty, students or partner organizations— to address issues for the betterment of the community.” Community engagement empowers community members to consider and express their views on how their needs can be best met.

The goal of community engagement is:

- to build lasting relationships;
- to meet the needs of Winnipeg residents including the multilingual communities;
- to improve the library benefits that respond to those needs., WPL needs to engage its communities.

#### PROMOTION

Promotion refers to the means in which the Library communicates its services, programs, events and collections to its users. Promoting WPL's multilingual offerings will contribute to:

- increased use,
- increased value in the organization,
- education of users and changed perceptions.

However, this form of communication is mostly one way. The focus is providing information rather than soliciting feedback as is the case with community engagement.



## COMMUNITY ENGAGEMENT THROUGH PARTNERSHIPS

We recommend that engagement for the WPL’s World Languages Collection is pursued through partner organizations in Winnipeg. We suggest WPL reach out to existing social service and cultural organizations who already have established networks in the many cultural communities in Winnipeg. Partnerships should be reciprocal – so while WPL will have greater access to the many cultural communities in the city, the organizations themselves benefit as they are providing a service to their constituents.

We have designed a community engagement process that follows the following steps.

1. **Identify partner organizations**- we have outlined many potential partner organizations below, but there may be others in the Winnipeg community WPL should communicate with.
2. **Reach out to potential partners**- phone, email or send a letter to the directors of the organizations in order to induce them to participate in consultation, a potential incentive could be helping their constituents sign up for Library cards as part of the process.
3. **Identify consultation method** which most aligns with their constituents- see community consultation methods below for more details
4. **Schedule, Conduct Engagements, and Re-Engage**- based on the needs of the various partner organizations. Track the number of those engaged in first attempts, set goals for increasing engagement with each subsequent iteration. KPI’s should include:
  - a. Number of partner organizations.
  - b. Number of individuals engaged
  - c. Number of language communities engaged

Once the community has been consulted with, it is important that they are re-engaged on a regular basis. In addition to a full-scale engagement once every five years, we also recommend on-going communication with these communities, this can be done through promotional channels, but feedback and continued input should be encouraged and welcomed.

### 1. IDENTIFY PARTNER ORGANIZATIONS

The following organizations have been identified as potential partners:

Organization:	Community(s):
Ethiopian Society of Winnipeg	Amharic
Manitoba Islamic Association	Arabic
University of Winnipeg Bangladeshi Students Association	Bengali
Canada-Bangladesh Association of Manitoba	Bengali
Dutch Canadian Society of Manitoba	Dutch
University of Manitoba Iranian Students Association	Farsi
Iranian Community of Manitoba	Farsi
German Society in Winnipeg	German
Manitoba Hellenic Cultural Centre	Greek
Gujarati Cultural Society of Manitoba	Gujarati
University of Winnipeg Indo-Canadian Students’ Association	Hindi
India Association of Manitoba	Hindi
Italian Canadian League of Manitoba	Italian
Manitoba Japanese Canadian Cultural Centre	Japanese
University of Manitoba Korean Students’ Association	Korean
Korean Society of Manitoba	Korean



Organization:	Community(s):
Winnipeg Chinese Cultural and Community Centre	Mandarin/ Cantonese
Manitoba Chinese Community Centre	Mandarin/ Cantonese
The Manitoban Multiculturalism Secretariat	Multicultural
Folklorama	Multicultural
Canadian Museum for Human Rights	Multicultural
Canada's Diversity Gardens at Assiniboine Park	Multicultural
Barbara Mitchell Multicultural Centre	Multicultural
Immigrant & Refugee Community Organization of Manitoba	Multilingual
Immigrant Center Manitoba Inc	Multilingual
SEED Winnipeg	Multilingual
Seven Oaks Immigrant Services	Multilingual
Manitoba Association of Newcomer Serving Organizations	Multilingual
Canadian Polish Congress	Polish
Casa Do Minho Portuguese Centre	Portuguese
University of Winnipeg Pakistani Students' Association	Punjabi (Panjabi)
Punjab Cultural Centre	Punjabi (Panjabi)

Organization:	Community(s):
India Association of Manitoba	Punjabi (Panjabi)
Russian Winnipeg	Russian
RTV Canadian Russian Language Television Network	Russian
Association of Russian-Speaking Manitobans	Russian
African Communities of Manitoba (ACOMI)	Somali
Unity Somali Centre Inc.	Somali
Spanish Club of Winnipeg	Spanish
Mex Y Can Association of Manitoba	Spanish
Latin American Community Association Manitoba	Spanish
Philippine Canadian Centre of Manitoba	Tagalog
Tamil Cultural Society of Manitoba	Tamil
Ukrainian Cultural and Educational Centre	Ukrainian
Ukrainian Canadian Congress Manitoba Provincial Council	Ukrainian
India Association of Manitoba	Urdu
Vietnamese Canadian Federation	Vietnamese
Free Vietnamese Association of Manitoba	Vietnamese

## 2. REACH OUT TO POTENTIAL PARTNERS

The following are suggested communication templates for initial contact to potential partner organizations.

### Introductory Phone Call Script

Hello,

This is [NAME] calling from the Winnipeg Public Library. I am calling with regard to the Winnipeg Public Library's World Languages Collection. [LANGUAGE] is one of 25 languages that make up the collection. We would like to know a little bit more about what the [LANGUAGE] speaking community would like from the collection, and think that speaking to the members of [ORGANIZATION NAME] would be a great way to learn more. Would you be the right person to speak with regarding arranging to consult with your members?

*If yes*

Wonderful. We are hoping to consult with your members either in person or via email. Can I send you further details regarding this consultation via email? I would appreciate your thoughts and feedback about what would be the best method through which to gather their opinions. What is the best email address at which to reach you?

*If no*

Could you please provide me with the contact information, either phone number or emails for the right person?

Thank you for your time today, I will be in touch shortly via email to discuss further.

## Introductory Email Template

Dear [NAME],

Thank you for speaking with me today regarding WPL's multilingual collection, I have a few questions regarding how you think it is best to consult with [ORGANIZATION NAME]'s members.

*or*

A member of your team at [ORGANIZATION NAME] recommended that you would be the best to get in touch with regarding consulting with your members about Winnipeg Public Library's multilingual collection. [LANGUAGE] is one of 25 languages that make up the collection. We would like to know a little bit more about what the [LANGUAGE] speaking community would like from the collection, and think that speaking to the members of [ORGANIZATION NAME] would be a great way to learn more. If you are willing, I have a few questions regarding how you think it is best to consult with [ORGANIZATION NAME]'s members.

*and*

To start a couple of questions.

1. Do you think your community members would prefer to be consulted in [LANGUAGE] or in English or French?
2. Do you think your community members would prefer to be consulted in person, or to answer a short survey either online or on paper?

*If in person*

3. We have two different ways that we can consult in-person, one is a specific community meeting, on-site at your organization, or at the closest library branch. The other is what we call a pop-up consultation. Where our staff would bring an activity on a few boards that can be set up at an already happening event or function. It would take each individual no more than 5 minutes to complete and would allow us to interact as people are able. Which of these options do you think would garner the strongest participation from your community?

Is there anything else WPL should know when planning to consult with your community?

I look forward to hearing back from you with your thoughts, please don't hesitate to reach out via phone or email. For your reference I have attached the English language version of the paper survey form, and you can access the online version at the following link: [LINK].

With thanks,  
[NAME AND WPL SIGNATURE]

### 3. IDENTIFY CONSULTATION METHODS

Through contact with the above identified community groups, we recommend that each community group be contacted and invited to express their needs and desires as it relates to WPL's World Languages Collections.

This contact should begin with an initial outreach via email, and phone, templates are provided below with a sample phone script and email for this outreach, while the sample text is only in English, we recommend investing in translation services for these materials.

Once contact has been made with the service or cultural organization, WPL should then inquire if the community would like to be consulted. If so, they should determine what method of engagement they most like and provide these three options:

1. In person community meeting
2. In person pop-up consultation
3. Survey-based community consultation (online and paper)

By providing the community three options, WPL can be sure that they are both listening to the communities' needs and how the community would like to be heard.

It is also important to note that not all these communities will want to be consulted. Some may require consultations be conducted in their mother-tongue and others may prefer consultations be conducted in English or French. While it is desirable to meet the communities' needs in terms of language preference of consultation, where the required language skills are not present on WPL's staff, or partners are unable to provide translation assistance it may be beneficial to encourage survey-based consultations.

Please note, some community groups may prefer to be consulted in ways not outlined here. We recommend listening to how the communities in question want to be engaged and determine if it is feasible for WPL.

## Meeting Agenda for In-Person Community Meetings

For those community groups who choose to be consulted via an in-person community meeting we recommend a community meeting which follows the below Agenda. We recommend using flip charts to take notes during the meeting so that participants feel they are being heard and their ideas are being documented.

### AGENDA

Time (1 hour)

1. **Welcome and Introductions** (15 minutes)
2. **Goals of the Meeting** (5 minutes)
3. **Short Presentation on the Current Status of the Multilingual Collection** (5 minutes)
  - a. Number of languages
  - b. Types of materials (*show examples*)
4. **Plenary Discussion** (35 minutes)
  - a. What types of material would you like to see in the multilingual collection?
  - b. Where would you most like to access the multilingual collection?
  - c. What is the best way for WPL to communicate with you about what is available at the library such as materials, events, programs, etc?
  - d. Do you have any other suggestions for the Winnipeg Public Library as it continues to develop its Multilingual Collection?
5. **Wrap up and Thank you.** (5 minutes)

## Template for In-Person Pop-up Consultations

For those consultation that are conducted in-person through a pop-up method we have designed the following questions to be used at each site. WPL will need to produce a board for each of the following 4 questions and bring [dots](#) and post-it notes for community members to use to reflect their opinions and ideas about the World Languages Collection. Boards should only need to be produced once, though some community groups may want custom boards created in order to have the questions in their mother-tongue. In this case we recommend re-creating the questions on posters that can be clipped to the question boards. Where the English boards are used data can be collated after each session, photographs of the results should be collected, and then the responses can be removed before the next pop-up event. For question 1, we recommend that the languages be displayed in both their English form, and in their original language.

The following specifications outline the printing requirements for the boards, also required would be easels in order to stand the boards up at an accessible height.

- 46lb Bond Paper with Matte PSA Overlamine mounted on foamcore for stability.
- All posters are printable at 36" x 48".

**1. What language(s) do you, or would you like to access materials in at the Winnipeg Public Library, other than English and French?**

Amharic	Arabic	Bengali
Cantonese	Dutch	Farsi
Gujarati	Hindi	Italian
Mandarin	Polish	Portuguese
Somali	Spanish	Tagalog
Urbdu	Vietnamese	Other (please specify)

Winnipeg

**2. What types of materials do you, or would you, like to use in this language?**

Adult Fiction	Adult Non-Fiction	Juvenile
Juvenile Dual Language	Audio/Visual material (music, DVDs, etc.)	eBooks
Other (please specify)		

Winnipeg

**3. Which library branch would you most like to access the world languages collection?**

Millennium	Charleswood
Cornish	Fort Garry
Harvey Smith (West End)	Henderson
Maroon	Osborne
Pembina Trail	River Heights
St. James-Assiniboia	St. John's
St. Vital	Sir William Stephenson
Transcona	West Kildoran
Westwood	Windsor Park
Mobile Library Service	

Winnipeg

**4. Do you have any other suggestions for the Winnipeg Public Library as it continues to develop its world languages collection?**

Winnipeg

## Survey Templates (Online and Paper)

We highly recommend that once approved for use the public survey for the WPL World Languages Collection be translated into all languages represented in the World Languages Collection so that it can be distributed in both English and community members' mother tongues.

<https://www.surveymonkey.com/r/WPLmultilingual>



1. Have you ever used material from the Winnipeg Public Library's World Languages Collection?

- Yes (Go to Question 2)    No (Go to Question 7)    Unsure (Go to Question 7)

2. What language(s) do you, or would you like to access materials in at the Winnipeg Public Library, other than English and French?

- |   |  |                                    |                                    |                                     |
|---|--|------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> Amharic  | <input type="checkbox"/> Arabic            | <input type="checkbox"/> Bengali   | <input type="checkbox"/> Cantonese | <input type="checkbox"/> Dutch      |
| <input type="checkbox"/> Farsi  | <input type="checkbox"/> German            | <input type="checkbox"/> Greek     | <input type="checkbox"/> Gujarati  | <input type="checkbox"/> Hindi      |
| <input type="checkbox"/> Italian  | <input type="checkbox"/> Japanese          | <input type="checkbox"/> Korean    | <input type="checkbox"/> Mandarin  | <input type="checkbox"/> Polish     |
| <input type="checkbox"/> Portuguese   | <input type="checkbox"/> Punjabi (Panjabi) | <input type="checkbox"/> Russian   | <input type="checkbox"/> Somali    | <input type="checkbox"/> Spanish    |
| <input type="checkbox"/> Tagalog  | <input type="checkbox"/> Tamil             | <input type="checkbox"/> Ukrainian | <input type="checkbox"/> Urdu      | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> N/A I would prefer to borrow material in English or French |  |                                    |                                    |                                     |
| <input type="checkbox"/> Other (Please specify): _____                              |  |                                    |                                    |                                     |

3. What types of materials do you, or would you, like to use in this language?

- Adult Fiction    Adult Non-Fiction    Juvenile    Juvenile Dual Language
- Audio/Visual material such as CDs or DVDs    eBooks    Other (Please specify): \_\_\_\_\_

4. Which library branch would you most like to access the World Languages Collection?

- |                                     |   |  |  |  |   |   |
|-------------------------------------|---|--|--|--|---|---|
| <input type="checkbox"/> Millennium | <input type="checkbox"/> Charleswood            | <input type="checkbox"/> Cornish       | <input type="checkbox"/> Fort Garry    | <input type="checkbox"/> Harvey Smith (West End) | <input type="checkbox"/> Henderson            | <input type="checkbox"/> Louis Riel             |
| <input type="checkbox"/> Munroe     | <input type="checkbox"/> Osborne                | <input type="checkbox"/> Pembina Trail | <input type="checkbox"/> River Heights | <input type="checkbox"/> St. Boniface            | <input type="checkbox"/> St. James-Assiniboia | <input type="checkbox"/> St. John's             |
| <input type="checkbox"/> St. Vital  | <input type="checkbox"/> Sir William Stephenson | <input type="checkbox"/> Transcona     | <input type="checkbox"/> West Kildonan | <input type="checkbox"/> Westwood                | <input type="checkbox"/> Windsor Park         | <input type="checkbox"/> Mobile Library Service |

5. What is the best way for Winnipeg Public Library to communicate with you about what is available at the library, such as materials, events, programs, etc.?

- Social Media    Website    Print Advertisements    Signs, Posters or other public displays    Word of Mouth
- Email    Phone    Brochures    Other (Please specify): \_\_\_\_\_



6. Do you have any other suggestions for the Winnipeg Public Library as it continues to develop it's World Languages Collection?

7. What if anything would make you more likely to use the Winnipeg Public Library's World Languages Collection?



## 4. SCHEDULE, CONDUCT ENGAGEMENTS, AND RE-ENGAGE

We recognize that the consultation process outlined in this document is labour and time intensive. In considering when these consultations could take place, we propose that the initial consultation be completed in 2020. The Winnipeg Public Library's strategic plan expires in 2020, it would therefore be optimal both from an efficiency perspective, and to avoid consultation in the community if WPL were to consult the community once, asking both regarding the strategic planning process and the World Languages Collections strategy at the same time. In doing so the WPL will have the time to complete community engagement ahead of the census in 2021 providing new data insights on the community of Winnipeg. Ideally moving forward formal community engagement for the World Languages Collection can be completed once every five years to coincide with the strategic planning process and precede the release of census data. The below diagram outlines this proposed process.



## 3. CONCLUSION AND NEXT STEPS

The above community engagement strategy and templates are designed as tools to support and enhance community and customer engagement for WPL's World Languages Collection. They are derived by what we understand to be missing in the Library's current engagement practices, strategies and information regarding the World Languages Collection. They are further informed by library best practices across North America and by the consultant teams experience and judgement.

These strategies and recommendations can only be effective if they are implemented and put into practice, and if they are conducted on a consistent basis.

The next steps of this study process will be a conference call to discuss these reports on December 20<sup>th</sup> followed by the completion of the *Final Report* for this study. It will be comprised of all of the findings, recommendations and tools created through both Phase 1 and Phase 2 of the project including the finalized recommendations for the World Languages Collections Strategy.

# SD4: TEMPLATES AND WORKING FILES:

[Templates and Working File Link](#)

File Contents:

1. WPL Holding Tables (for use for future collection evaluations).
2. WPL Poster Board Designs
3. WPL Paper Survey Template
4. WPL Facebook Page Mock-up