Changing Models/Roles: Competencies & PD

March 29, 2017

Computers in Libraries
Situation

- Changing service environment
- Impact of technology
- Customer expectations
- Staff training
- TPL’s Strategic Plan objectives
Objectives

- Understand current roles
- Assess professional development opportunities
- Explore new roles
- Develop a vision for the future role of the librarian at TPL
Telephone Interviews

Catalysts for Change

- Demographics
- Technology
- Information Services
- Circulation
- Funding
Internal Scan

Time on Task Study

WORK BY CATEGORY
ALL TIERS AND JOB TITLES

Providing Information Services 28.5%
Collections 20.1%
Programming 14.9%
Administrative 10.7%
Communication 7.9%
In-Charge & Customer Service 5.8%
Committees 3.9%
Other 8.3%

Other includes:
Professional Development 3.3%
Circulation 2.1%
Community Engagement 1.2%
Travel 1.0%
Supervision 0.7%
# Internal Scan

## Observation Study

<table>
<thead>
<tr>
<th>Content</th>
<th>Combined</th>
<th>Count</th>
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<tbody>
<tr>
<td>Directional</td>
<td></td>
<td>670</td>
</tr>
<tr>
<td>Readers Advisory</td>
<td><img src="image" alt="Readers Advisory" /></td>
<td>9</td>
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<tr>
<td>Tech Help</td>
<td><img src="image" alt="Tech Help" /></td>
<td>70</td>
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<tr>
<td>Standard Reference</td>
<td><img src="image" alt="Standard Reference" /></td>
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<tr>
<td><strong>Total Responses</strong></td>
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<td><strong>809</strong></td>
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</table>
Role of the Librarian
Role of the Librarian

Vision

Librarians improve society by facilitating knowledge creation in their communities.

Adapted from David Lankes, *Atlas of New Librarianship*
Librarians advocate for and uphold the core values of the profession, including democratic principles, intellectual freedom, and universal and equitable access.
Role of the Librarian

Service Leader: models service excellence; leads projects

**Development Area**
- Excellent service delivery
- Service innovation

**Competencies**
- Service intelligence
- Project management
- Coaching/mentoring
- Accountability
- In charge skills
- Entrepreneurship
- Teamwork
Role of the Librarian

Professional Development Program for New TPL Librarians

Two weeks of dedicated training in their District library or R&R department, including:
• A checklist of readings and activities designed to provide a broad knowledge of TPL and local services, programs and collections
• Meetings with key senior staff
• Opportunities to learn from and shadow experienced librarians
Role of the Librarian

Professional Development Program for New TPL Librarians

Monthly training sessions throughout the year, covering key topics in greater detail, with a chance to network with other new librarians:

Service Excellence
Circulation
Respect and Safety
Rules of Conduct
Electronic Resources
TPL’s Collections
Library Programs for Adults and Seniors
Reference Service
Philosophy of Children’s and Youth Services
Community Engagement and Serving Communities
User Education Basics: Computer and Library Training
Readers’ Advisory
Continuous Professional Development for All TPL Librarians

Librarians complete 6 learning activities each year, on a variety of different topics, some mandatory.

The activities can be a mix of out-of-branch workshops and seminars, conferences, webinars, and recommended readings or videos.

Learning activities are tracked and reviewed as part of performance appraisals.
Role of the Librarian

Information Professional: provides service at point of need

**Development Area**
- Customized individual service
- Book-a-Librarian
- Technology support
- Embedded librarianship

**Competencies**
- In-depth research skills
- Value-added presentation
- Information evaluation
- Readers’ advisory skills
- Subject expertise
Role of the Librarian

Embedded Librarians

- Librarians move out of the traditional library setting
- Librarians work on site at partner agencies
- Librarians learn about and understand the distinct information needs of the community
- Librarians respond by providing the best possible mix of library services and programs
Role of the Librarian

Embedded Librarians

1. Correctional Services
   Elizabeth Fry Toronto & Detention Centres

2. Jane/Finch Community & Family Centre

3. Toronto Employment and Social Services (TESS)
Role of the Librarian

Book-a-Librarian

• 30 to 60 minute appointment with a librarian for assistance with understanding how to do research, get readers' advisory assistance, or learn how to use and access library resources and services.

• 3200 sessions booked in 2016
Role of the Librarian

Collections Curator: Build, maintain, make accessible

**Development Area**
- Traditional formats
- Curating and creating digital content
- Merchandising

**Competencies**
- Collection analysis
- Metadata
- Visual merchandising
- Digital merchandising
Role of the Librarian
Role of the Librarian

Multi-Channel Promotions

- Month-long themed promotions
- In branch displays, programming, website promotion, booklists, blog posts
- Increased circulation – 5%
Role of the Librarian

Multi-Channel Promotions
Role of the Librarian

Learning Catalyst: support self-directed continuous learning

<table>
<thead>
<tr>
<th>Development Area</th>
<th>Competencies</th>
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<tbody>
<tr>
<td>Technology</td>
<td>Teaching/learning styles</td>
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<tr>
<td>Multiple literacies</td>
<td>Service animator</td>
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<tr>
<td>STEM</td>
<td>Technology</td>
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<tr>
<td>Education support</td>
<td>Evaluation</td>
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<tr>
<td>Lifelong learning</td>
<td>Curriculum development</td>
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- [Image of a person working on a computer]
Innovation at TPL

Digital Innovation Hubs
Pop-Up Learning Labs
Role of the Librarian

After School Youth Hubs

AFTER SCHOOL YOUTH HUB

WHEN
Starting
September 6th 2016,
all year round
Monday – Friday
3:30 – 7:00pm

WHERE
Maria A. Shchuka Library
1745 Eglinton Ave W.
First Floor, Room A

FEATURING
Homework Help · Console Gaming (PS4, Xbox One, Wii U) · Computers and Tablets ·
DIY Workshops · Board Games · Snacks ·
And much, much, more.

ARE YOU 13-19?
Looking for somewhere to chill after school with your friends?

WE NOW HAVE A SPACE JUST FOR YOU!!
Role of the Librarian

Culture Creator: connecting people through cultural activities

**Development Area**
- High quality/high impact
- Community focused
- Unifies the City
- Active, experiential, engaged

**Competencies**
- Event planning
- Evaluation/assessment
- Partnership development skills
- Presentation skills
- Space animator
Zeesy Powers at Oakwood Village
Meet our Coaches/Mentors!

Patrick de Belen  Mahlikah Awe:ri  Randell Adjei  Melissa Dean
Role of the Librarian

Community Activator: respond to unique community needs

**Development Area**
Build individual relationships one-on-one in branch
Participate in community capacity building initiatives
Work with partners to offer services
Embedded librarianship

**Competencies**
Facilitation
Networking
Partnerships
Customer service
Community engagement
Service ambassador
Presentation skills
Welcome to Toronto Public Library Event

April 2016

• An evening of music and information
• Over 40 Syrian newcomers and sponsors in attendance
• An Arabic story time sampler and a popular Kids’ Corner
• Thirteen TPL, City services and community agencies at Information fair
• Launch of the Museum + Art Pass (MAP) Initiative for Syrian families
“Let us not seek to fix the blame for the past. Let us accept our own responsibility for the future.”

A CIVIC ENGAGEMENT FAIR

feat.
City Representatives - NGOs - Voter Coalitions - Advocates Social Justice Organizations YOU

4-7PM, SEPTEMBER 30TH @ FAIRVIEW PUBLIC LIBRARY 35 FAIRVIEW MALL DRIVE (BEHIND DON MILLS STATION)

http://socialinnovation.ca/
Role of the Librarian

- Technology integrates into all roles
- Each librarian fulfills these roles to a greater or lesser extent depending on position and location
- All public service librarians participate in the direct delivery of excellent customer service in the branch
Role of the Librarian

Next Steps

- Development of further training that supports core competencies
- Ongoing discussion with librarians
- Refinement of roles for other staff
- Prototyping new service models
Role of the Librarian

Contact Us

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