Annual Report 2020
Parkland Regional Library System

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

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

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

We Responded, We Innovated, We Adapted

Parkland stayed open to support our member libraries. We:

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

2020 Impacts & Outcomes

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

We delivered **59 email newsletters** to member municipalities and libraries between March and December.
"The Parkland Updates were a lifeline!"   -PRLS library manager

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

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

Strong Libraries, Strong Communities

Parkland Annual Report 2020

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

1st place winner

3rd place winner

We cooperated with Yellowhead Regional Library, Peace Library System, and The Alberta Library, to host our first **joint virtual conference,** *Stronger Together,* on October 1 & 2. A tremendous success, we encouraged and educated **1,155 international registrants**.

You can stay up-to-date by visiting our website, **www.prl.ab.ca,** or follow us on **Facebook, Twitter,** and **Instagram**

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

Contact Us:

Parkland Regional Library System

4565 46th Street

Lacombe, AB T4L 0K2

403-782-3850

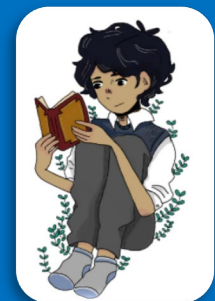**Board Chair** Debra Smith

Vice Chair Janine Stannard

Director - Ron Sheppard (ext. 230)

Manager of Library Services

Colleen Schalm (ext. 221)

Manager of Finance & Operations

Donna Williams (ext. 141)

Manager of Technology Infrastructure

Tim Spark (ext. 212)

IT Helpdesk – (ext. 600)

2nd place winner

Complete Board and Municipality list **here.**

Executive Committee	Advocacy Committee
Debra Smith (Chair)	Gord Lawlor (Chair)
Janine Stannard (Vice Chair)	Norma Penney (Vice Chair)
Kevin Ferguson	Jeanny Fisher
Bruce Gartside	Barb Gilliat
Philip Massier	Cora Knutson
Ray Olfert	Stephen Levy
Jas Payne	Bill Rock
Leonard Phillips	Debra Smith (ex officio)
Heather Ryan	Janine Stannard
Cindy Trautman	Shannon Wilcox

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

*Statistics based on 2020 Annual Report to PLSB Municipal Affairs

Strong Libraries, Strong Communities