

CHIPIG

Minutes #32

Date: Wednesday, June 12, 2013

Location: Women's College Hospital

Chair: Mary Anne Howse

Recorder: Erica Lee

Present: Erin Culhane (Toronto General), Mary Anne Howse (Women's College Hospital), Bozenna Karczewska (Bridgepoint Health), Erica Lee (CATIE), Christine Marton (University of Toronto), Erin Menzies (Toronto Rehab), Marg Muir, Joyce Pharoah (Homewood Health Centre), Tara Zarrin

Please note: Minutes will be approved at next meeting.

Item	Agenda	Discussion/Decisions/Action Summary	Person Responsible
1	Call to order	<ul style="list-style-type: none"> • Welcome & introductions 	
2	Roundtable discussion Topic #1: Marketing your library	<p>Participants shared and discussed strategies on library marketing to patients/consumers and to other staff within the library's institution or organization. Key points from the discussion included:</p> <ul style="list-style-type: none"> • Reasons for marketing: <ul style="list-style-type: none"> ➤ Library is in a low profile, low traffic location ➤ Staff changes are frequent • Marketing to staff is important to ensure patients are referred to the library. Marketing activities to staff include: <ul style="list-style-type: none"> ➤ Staff lunches ➤ Coffee break tours – library provides refreshments and invites staff visits during coffee breaks ➤ E-mail communication ➤ Open house ➤ Surveys ➤ Lunch and learns ➤ Presentations at staff meetings ➤ Bulletin board notices • Additional marketing activities to patients include: <ul style="list-style-type: none"> ➤ Satellite library material available on individual hospital floors – unmonitored collections can include donated, duplicate, or older editions of publications, core collection remains in library ➤ Communicating the kinds of help library staff are available to provide ➤ Information prescriptions – it was noted that information prescriptions do not always result in greater library use, though it can be unclear whether this is because staff are not using them frequently or because patients do not come to the library to have their prescriptions filled ➤ Availability of evening hours • Bozenna noted that flyer posting is not allowed in Bridgepoint's new building. Comments and 	

		<p>suggestions include:</p> <ul style="list-style-type: none"> ➤ Using flat screen tv's within the hospital for promotion – could include dedicated tv for library promotion or insertion of library news in ongoing rotation of hospital messaging ➤ Create a greater library presence on hospital website ➤ Freestanding sign to direct users to library ➤ Alternative posting methods if available – e.g. designated wall features that accommodate flyers and other notices ➤ Connecting with communications department for suggestions on marketing within the hospital ➤ Pamphlet racks ➤ Where permission is needed to engage any of these activities, it was noted that their utility for the library can be limited 	
3	<p>Roundtable discussion Topic #2: Working with volunteers</p>	<p>Participants shared and discussed strategies and challenges related to working with volunteers. Key points from the discussion included:</p> <ul style="list-style-type: none"> • Importance of: <ul style="list-style-type: none"> ➤ Job descriptions so supervisor and volunteer both know what is involved and expected ➤ Assigning projects that highlight and engage a volunteer's skills and interests • It can be challenging to work with skill sets that are not library related when volunteers are recruited through centralized institution/organization volunteer programs <ul style="list-style-type: none"> ➤ An often employed alternative is to recruit students from library programs ➤ Retention of library students can be challenging as they can be more interested in gaining employment, or in gaining skills rather than sustained commitment to the mission of the institution/organization ➤ One potential solution is for the library to offer projects through time limited, project specific course practicums at local library schools ➤ Engaging students in setting up new a program that requires their input (e.g. creating new web page, displays, finding new resources or making recommendations) was also given as a good way to engage students • Homewood Health currently has over 50 library volunteers. Joyce shared some of her strategies for volunteer management: <ul style="list-style-type: none"> ➤ Weekend and evening volunteers use a memo book to record reference questions that need answering and follow up; request forms and the option to return when a librarian is available are also given ➤ A volunteer calendar is used to record shifts; a 	

		<p>calendar is also used to record upcoming absences; requests are made to other volunteers when upcoming shifts need filling</p> <ul style="list-style-type: none"> ➤ Follow-up is immediate when shifts are missed ➤ Volunteer training session includes option for follow up training and a final test; able to track and provide support on knowledge gaps through test evaluation, as well as tracking of volunteer errors during resource sign-outs and user registration ➤ Young volunteers are often paired with another volunteer during their shift; older volunteers are also sometimes paired with another volunteer, especially for computer literacy support ➤ Departing volunteers are sometimes paired with new volunteers to help with training <ul style="list-style-type: none"> • Engaging volunteers can be challenging when they are primarily used for service coverage; there are not always additional tasks available to keep them engaged when service is slow • Agreement that supervisor written reference letters are more detailed and useful to volunteers than general reference letters provided by central volunteer department • Participants agreed volunteer management generally took up approximately 20% of their time, but also that the volunteer contributions repaid this time investment 	
<p>Next meeting: Wednesday, September 11, 2013 Location: TBD</p>			