Taipei Public Library Strategies for Learning City Development and Performance

Director of Taipei Public Library
Shi-Chang Hong
November 2016
Overview

1. Implement long term strategy plan
2. Develop leadership and build book club network
3. Promote diverse and sustainable city culture growth
4. Launch self-driven elderly life-long learning
5. Community care through volunteer team and self-learning service team
6. Integrate resources and build holistic learning network
7. Strengthen citizens’ digital learning abilities and enhance family learning atmosphere
8. Develop diverse and innovative smart electronic service and channel
1. Implement Taipei Public Library 2011-2015 strategy plan and continue to plan for the implementation of the learning city through the 2016-2020 strategy plan.
2011-2015 Strategy Plan Results

Build an energetic city that is passionate about reading and learning

- Satisfy diverse resources needs of readers
- Construct excellent service brand image
- Build digital learning environment and mobile library
- Cater to the needs of diverse age group and ethnic groups
- Construct accessible reading and learning environment
- Expand service spots
- Extend library collaborations
- Strengthen library campaign and marketing
2016-2020 Continued Strategy Plan

Vision

Elevate citizens’ reading abilities and increase Taipei city’s competitiveness

Core Values

- Emphasize the importance of knowledge preservation and freedom of information.
- Emphasize unique individual needs and diverse information needs of the readers.
- Emphasize the importance of technological applications and provide convenient and efficient IT services.
- Emphasize the importance of research, innovation, and continuous professional growth.

Task

Broaden learning resources through acquiring diverse collections; lead digital reading through information technology; add value to the services through high-quality team; construct brand image through creative marketing schemes; build a book city through widely distributed library locations.
2016-2020 Strategic Objectives

1. Provide high quality and diverse collections to meet the needs of readers.
2. Expand domestic and international exchanges and cooperation with other libraries to enhance the visibility and influence of the library.
3. Provide different readers with lifelong learning resources to enhance the ability of lifelong learning.
4. Improve reader service quality and enhance citizens reading abilities.
5. Strengthen the link between library services and public life in order to establish a strong brand image.
6. Expand IT applications usage, build friendly mobile reading and multimedia platforms, and improve digital learning environment.
7. Expand library networks, utilize community resources, and improve service efficiency.
8. Provide high quality accessible software and hardware environment for readers.
9. Create a professional, convenient, and efficient service image.
2. Develop learning city leaders to strengthen leadership and guidelines; increase the reading population, set up book clubs and train leaders to build book club networks.
In order to effectively promote reading, it is imperative to encourage citizens to participate in regular book club meetings for discussions as well as cultivate more book club leaders. In 2015, TPL created roughly 104 books clubs at various branches. From 2011-2015, approximately 36 new book clubs were created, 12,281 book club meetings were held, and 150,187 people participated.
<table>
<thead>
<tr>
<th>Year</th>
<th>Content</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Understand the personalities of book club leaders, break down the</td>
<td>5 days, 30 hours, 170 participants.</td>
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<td></td>
<td>principles of “focus discussion method,” hold a role-play, and share</td>
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<td></td>
<td>and discuss individual experiences during role-play for future application.</td>
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<td>2012</td>
<td>Conduct text analysis, provide training on how to accurately identify</td>
<td>1 day, 6 hours, 51 participants.</td>
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<td></td>
<td>the main ideas, theme and implication of the texts to help readers</td>
<td></td>
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<td></td>
<td>understand the text more deeply.</td>
<td></td>
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<tr>
<td>2013</td>
<td>Conduct session in an interactive way; trained leaders should learn</td>
<td>1 day, 6 hours, 46 participants.</td>
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<td></td>
<td>how to raise questions and promote group discussion during a reading</td>
<td></td>
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<td></td>
<td>session.</td>
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<tr>
<td>2014</td>
<td>Catering to youth readers, Lois Lowry’s <em>The Giver</em>, <em>Gathering Blue</em>,</td>
<td>1 day, 6 hours, 63 participants.</td>
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<tr>
<td></td>
<td><em>Messenger</em>, and <em>Son</em> were chosen as the main books of discussion.</td>
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<td>2015</td>
<td>The “Story Telling Techniques” sessions were divided into “Cognitive</td>
<td>4 half days, 12 hours, 171 participants.</td>
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<td></td>
<td>thinking” session (thinking about education, reading and discussion</td>
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<td>through picture books), “story telling props making” session (includes</td>
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<td></td>
<td>the theories and practices of story telling therapy and family story</td>
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<td></td>
<td>telling props making techniques), and “performance” session (physical</td>
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<td></td>
<td>performance and voice acting courses).</td>
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</table>
3. Utilize the rich resources and a variety of learning programs, connecting different ethnic groups, to provide a more holistic information services for new immigrants and indigenous people to promote the sustainable development of multiculturalism.
Actively collect resources from different countries and in different languages

Multicultural Information Center
- Established on the 9th floor of TPL’s main branch in 2007
- “New Immigrants Reading Room” and “New Immigrants Books Sections” established in every library branch and citizen reading room in 2011
- Hold books, newspaper, and magazines about Vietnam, Korea, Philippines, India, Malaysia, Thailand, Burma, Indonesia, and Taiwan’s indigenous people.
Actively collect resources from different countries and in different languages

**Multicultural Information Center Collections**

<table>
<thead>
<tr>
<th>Library Collection Statistics</th>
<th>Thailand</th>
<th>India</th>
<th>Burma</th>
<th>Vietnam</th>
<th>Korea</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>Philippines</th>
<th>Others (Chinese/reference)</th>
<th>Aboriginals</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>3,286</td>
<td>1,209</td>
<td>818</td>
<td>2,225</td>
<td>3,047</td>
<td>2,733</td>
<td>1,391</td>
<td>949</td>
<td>1175</td>
<td>724</td>
<td>17,557</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Library Media Collection</th>
<th>Thailand</th>
<th>India</th>
<th>Burma</th>
<th>Vietnam</th>
<th>Korea</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>Philippines</th>
<th>Public Broadcast</th>
<th>CD</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>81</td>
<td>87</td>
<td>6</td>
<td>48</td>
<td>549</td>
<td>11</td>
<td>19</td>
<td>5</td>
<td>145</td>
<td>48</td>
<td>1,050</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Serial Publications</th>
<th>Periodical</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of copies</td>
<td>38 types 51 copies</td>
<td>12 types 14 copies</td>
</tr>
</tbody>
</table>
Organize new immigration learning program and national cultural seminar

- Enhance public understanding of multiculturalism and help immigrants adapt to and integrate with local environment
- Multicultural book fairs and seminars
- New immigrant curriculum
  - Mandarin (Taiwanese) lessons, computer training, family relationship, reading etc.
4. Strengthen self-directed learning, provide seniors with educational resources, encourage the establishment of autonomous learning groups, and promote **lifelong learning for elderlies**.
Establish Senior Learning Centers

- Establish centers
  - Established 6 Senior Learning Centers in various libraries since 2008

- Membership
  - Taipei citizens who are over the age of 55
  - Access to own leisure reading space

- Curriculum & Events
  - Policy advocacy lectures
  - Elderly reading curriculum
  - Self-learning groups
Encourage Elderlies to Establish Autonomous Learning Groups

- Customized learning experience – self-organized learning groups
  - Encourage elderly to organize groups based on their interests
  - Organize their own curriculums, speakers, and operational plans
  - 27 self-learning groups established in 2016
Encourage Elderlies to Establish Autonomous Learning Groups

- From learning to service
  - Elderly Theatrical Group: Storytelling at elderly care center and remote schools
  - Computer volunteers: organize computer classes for seniors
  - Europe Gaming Group: prevent memory losses through neighborhood events
5. Encourage volunteers and autonomous learning groups to organize outreach services, community care, and autonomous learning promotion activities
<table>
<thead>
<tr>
<th>Category</th>
<th>Event Name</th>
<th>Time and Location</th>
<th>Event Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Storyteller</td>
<td>“Reading Picture Books” Project for Disadvantaged Students</td>
<td>In 2011, Volunteer Storyteller of Taipei Library collaborated with Yongji Elementary School and organized the “Reading Picture Books” Project for Disadvantaged Students</td>
<td>Storytelling Event</td>
</tr>
<tr>
<td>of Taipei Public Library</td>
<td>Mitsukoshi Storytelling Event</td>
<td>In February 2012, Volunteer Storyteller of Taipei Library collaborated with Mitsukoshi (Taipei Main Station) to organize a storytelling event.</td>
<td>Storytelling Event</td>
</tr>
<tr>
<td></td>
<td>Raising Children Medical Foundation Volunteer Team Counseling</td>
<td>In 2013, Volunteer Storyteller of Taipei Library assisted and counseled NTU Hospital’s Children sector to establish “Raising Children Medical Foundation Volunteer Team”</td>
<td>Storytelling Events Training and Counseling</td>
</tr>
<tr>
<td></td>
<td>Children’s Integrity Month Event</td>
<td>In 2014 and 2015, Volunteer Storyteller of Taipei Library collaborated with the Department of Government Ethics and organized the “Children’s Integrity Month Event,” where moral stories were told to cultivate basic integrity about anti-corruption and root the importance of honest education in children.</td>
<td>Storytelling Event</td>
</tr>
<tr>
<td></td>
<td>Storytelling Training for Mothers</td>
<td>From 2014-2015, Volunteer Storyteller of Taipei Library provided storytelling trainings for mothers at the Wugong Elementary School.</td>
<td>Storytelling Volunteer Training</td>
</tr>
<tr>
<td></td>
<td>Storytelling Event at the South Airport</td>
<td>Starting from 2015, Volunteer Storyteller of Taipei Library have been organizing reading guidance and storytelling events for underprivileged and Aboriginal children at the book rental stop at South Airport every Saturday.</td>
<td>Reading guidance and storytelling event</td>
</tr>
<tr>
<td>Category</td>
<td>Event Name</td>
<td>Time and Location</td>
<td>Event Content</td>
</tr>
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</tr>
<tr>
<td>Large Scale Senior Learning Event Exhibition</td>
<td>Learning City Exhibition Planning</td>
<td>Held at the City Hall from June 10th to 11th, 2016</td>
<td>Taipei City Senior Learning Center Promotion</td>
</tr>
<tr>
<td></td>
<td>Held at Sun Yat-Sen Memorial Hall on August 28th, 2011</td>
<td>Held at Sun Yat-Sen Memorial Hall on August 28th, 2011</td>
<td>Taipei City Senior Learning Center Promotion</td>
</tr>
<tr>
<td></td>
<td>Learning City Exhibition Planning</td>
<td>Held at the Taipei City Hall on October 31st, 2012</td>
<td>Taipei City Senior Learning Center Promotion</td>
</tr>
<tr>
<td></td>
<td>2013 Taipei Dragon Boat Festival Policy Advocacy Promotional Event</td>
<td>Held at the Dajia Riverside Park on June 12th, 2013</td>
<td>Taipei City Senior Learning Center Promotion</td>
</tr>
<tr>
<td></td>
<td>International Exchange on Dementia</td>
<td>Songshan Cultural and Creative Park on September 19th, 2015</td>
<td>Taipei City Senior Learning Center Promotion</td>
</tr>
<tr>
<td></td>
<td>Learning City Exhibition Planning</td>
<td>Taipei City Hall on October 31st, 2015 l</td>
<td>Taipei City Senior Learning Center Promotion</td>
</tr>
<tr>
<td>Senior Volunteers and Hobbies Group Community Outreach Programs</td>
<td>European Game Group – Chiang Kai-Shek Memorial Hall</td>
<td>Chiang Kai-Shek Memorial Hall on May 20th, 2011</td>
<td>Invited by the National Education Radio to perform for the Sport Stacking at Chiang Kai-Shek Memorial Hall</td>
</tr>
<tr>
<td></td>
<td>European Game Group – Day-care center for the elderlies at Xinyi District</td>
<td>Held at the Day-care center for the elderlies at Xinyi District on July 8th, August 12th, September 16th, and October 21st, 2011</td>
<td>Interact and play European games with elderlies at the center</td>
</tr>
<tr>
<td></td>
<td>Europe Game Group – “Taipei for Seniors – Joyful 100” by the Department of Social Welfare</td>
<td>Held at the Taipei City Hall on September 30th, 2011</td>
<td>Interacted and taught people how to play the European game, Sport Stacking</td>
</tr>
<tr>
<td></td>
<td>Theatre Community Caring Performance</td>
<td>Held at Xihu Senior Care Center on August 5th, 2014</td>
<td>Interact with and help seniors adapt picture books into a show</td>
</tr>
<tr>
<td></td>
<td>Theatre Community Caring Performance</td>
<td>September 4th, 2014 September 14th, 2015 Held at the Taiwan Catholic Foundation of Alzheimer’s Disease and Related Dementia</td>
<td>Interact with and help seniors adapt picture books into a show</td>
</tr>
<tr>
<td></td>
<td>European Game Group – Community Caring</td>
<td>Held at Daan’s district’s community centers since 2015 from time to time</td>
<td>Interact and play board games with residents of the neighborhood</td>
</tr>
</tbody>
</table>
Volunteer Storyteller telling stories to children at the South Airport

Daan Elderly Learning Center

Elderly's Theater performing at the Elderly Care Center

Volunteer Storyteller of Taipei Public Library
6. Build holistic learning network through raising funds, combining social resources to organize events, and collaborating with other schools and organizations.
Raising Governmental Funds

- Ministry of Education “Building a Learning City Promotional Project”
  - In 2016, all 6 elderly centers received NTD 4,204,962

<table>
<thead>
<tr>
<th>Center Names</th>
<th>Amount Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taipei Elderly Learning Center</td>
<td>796,000</td>
</tr>
<tr>
<td>Songshan Elderly Learning Center</td>
<td>800,000</td>
</tr>
<tr>
<td>Shihlin Elderly Learning Center</td>
<td>689,580</td>
</tr>
<tr>
<td>Datong Elderly Learning Center</td>
<td>675,000</td>
</tr>
<tr>
<td>Wenshan Elderly Learning Center</td>
<td>652,802</td>
</tr>
<tr>
<td>Neihu Elderly Learning Center</td>
<td>591,580</td>
</tr>
</tbody>
</table>
Combine external resources

- American Corner
  - American Institute in Taiwan funded the creation of "American Corner" with USD 5,650 in 2016
  - Reading promotional activities: cultural lectures, Children storytelling in English, Classics book club
<table>
<thead>
<tr>
<th>Governmental Funds</th>
<th>External Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Education: “Building a Learning City Promotional Project”</td>
<td>American Institute in Taiwan funded the creation of “American Corner”</td>
</tr>
<tr>
<td>Department of Education: “Gender Equality Education Events”</td>
<td>Organized family non-profit lectures with the Teacher Chang Foundation in Taipei.</td>
</tr>
<tr>
<td>Ministry of Education/Department of Education: “Senior Learning Center Planting Plan”</td>
<td>Collaborated with publishing companies in holding “A Date between Authors and Readers” new book releases.</td>
</tr>
<tr>
<td>Ministry of Education: “Public Library Reconstruction Plan”</td>
<td>Organized science lectures through collaborating with Wu Ta-You Foundation.</td>
</tr>
<tr>
<td>Ministry of Education: “2015 Happy Family Reading Area Plating Plan”</td>
<td>Organized series and lectures with the Chinese Association for the History of Science.</td>
</tr>
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</table>
Schools and Social Education Organizations

Taipei information center: held lectures on the “Cultural and Creative Industry” in Taiwan to broaden teenagers’ views

National Taipei University of Education’s Department of Language and Creative Writing to organize “Sunday 10 AM Reading” events

Organized “Good Books for Campus” event, where award-winning books were delivered to the schools for book fairs

Summer and winter vacation book reading event

Held onsite educational events at various schools to educate students on how to utilize library resources

Provided group and class library cards for schools to borrow books from TPL for the schools’ libraries

Organized “Campus Group Library Card & Reading Plans – ‘Fun to Read’ Personal Library Card” event where libraries help teachers and students with obtaining personal library cards
Combine external resources

Summer Reading Event

Community Colleges Collaborative Lectures

Good book sharing and book fairs

Tertiary Institutions

Community Colleges

High School, Junior High School, and Elementary School
7. Strengthen the public readers’ usage of e-learning technology; organize family reading activities and learning results exhibitions to construct reading-friendly family environments.
Conduct survey on citizens’ educational needs: operational management or issues related to citizens’ educational needs

- In 2011, TPL conducted a research on “Taipei City High School and Vocational High School Students Information Requirements and TPL User Experience” and a research on Daan Senior Learning Center users’ reading and event promotional needs.
- In 2012, TPL conducted a research focused on Senior citizens titled “Senior Learning Needs and Satisfaction – TPL Senior Learning Center.”
- In 2014, TPL conducted a research on how to better support schools’ education titled “Taipei City Elementary School Service Needs and Satisfaction.”
- In 2015, TPL conducted the “TPL Reader Digital Reading Behavior Research” to better understand readers’ needs and better promote public digital reading policy.
Strengthen the public usage of technology to learn and read digitally

- Organized 12 public and 17 private (395 participants) educational events on library resources utilization in 2016
- Organize Grandparents and Grandchildren Learning workshop and Grandparents Day Celebration
592 book-reading events, “Bookstart Together,” were held to encourage parents and children to read together. 19,930 newborn reading gift bags were given out during the infant reading guiding lectures.
8. Develop **diverse and innovative smart services and access**; the smart services ensure quality services when there is limited manpower and guarantee the operation of TPL, **Taipei citizens’ main learning center**.
Diversify innovative smart services - 1

- Collaborate with schools
  - Promote Campus Group Library Card Service, “Digital Student ID and Public Library Card”

- Overdue notice
  - “Notices for book and library card expiration and requested book arrival”

- Online applications
  - TPL offers online services for applying to and renewing library cards and renewing the books.

- New Immigrant Bookshelf
  - “Diverse Culture Center magazine rental”

- Enjoy reading through cloud
Diversify innovative smart services

- Collect Taipei memories
  - Collect old photos of Taipei City and create digital archives and exhibition.

- Mobile Internet Service
  - “Taipei Free Public Wi-Fi,” “Mobile webpages and app”

- Mobile library collection policy
  - Enhance library collection novelty and applicability.

- Popular collection system
  - Shorten the waiting time for readers to borrow books.
Diversify Innovative Smart Channels-3

- **Convenient city bookstore**
  - FastBook Self-Service Automatic Book Rental Station
    - TPL, Taipei Main Station, Taipei City Government, Songshan Station, Neihu Tri-Service General Hospital, Taipei City Youth Development Office, Xinyi Anhe MRT Station, Taipei Arena MRT Station.

- **Sun house**
  - First “Solar Power Library and Energy Conservation Museum” to educate the public on energy conservation in Taiwan

- **Charging station for travelers; first airport library**
  - “Songshan Airport Smart Library”

- **Book stop for Shoppers at the Eastern District of Taiwan**
  - East Shopping Mall Smart Library.
First junior high library constructed out of abandoned school buildings
  - West-Central Branch

Biggest Smart Library in Taipei City
  - Fude Smart Library

Utilizing campus idle space
  - Guting Smart Library

Win-Win Situation: launching “self-service library”
  - self-service library machines are installed in all library branches and citizen reading rooms
Collaboration with governmental departments
- Beiyuan Library Book Rental Station (Collaboration with Indigenous Peoples Commission, Taipei City Government)
- Civil Servant Library (Collaboration with Department of Civil Servant Development, Taipei City Government)

American Culture Center
- American Corner (collaborated with American Institute in Taiwan)

Create reading spaces for children in underprivileged areas
- Liu Xiang Reading Room and Toy Library
First parent-children digital reading space in the nation
  “Taipei City Family Educational Library”

Expand library services with different industries
  First “Convenience Story Book Return” in Taiwan
    (Collaboration with over 3,006 Family Marts)
Future Direction
Promote Lifelong Learning

- Promote Reading and Lifelong Learning
- Construct Digital Reading and Learning Environment
- Approaching Livable City

Develop Library Resources

Improve Services for Readers
Promote Lifelong Learning -2

Develop Library Resources
• With the ever-increasing funds dedicated to expanding the media and digital collection annually, TPL’s goal for 2020 is to increase its collection so that every citizen would have an average of 3.5 pieces of books or other library resources.

Promote Reading and Lifelong Learning
• In order to effectively promote reading and the learning city, TPL has provided reading promotions and lifelong learning events that cater to the diverse needs of different groups of people.

Improve Services for Readers
• Continue to promote self-service automatic book rental services, offering long distance books request and return services through integrating community resources and building more service locations; the main purposes are to expand TPL’s service area and increase the reading population in Taipei.

Construct Digital Reading and Learning Environment
• Promote digital reading through building holistic and personalized online borrow and return services, e-books collection, and digital media platforms; grow the number of digital resources available to the public.
Thank You for Listening. All Advices are Welcomed!