

1BNS 2016 FINAL REPORT

For the fifth consecutive year, Nova Scotians are being asked to “read the same book and share the same story” in the province-wide initiative, One Book Nova Scotia. To celebrate a culture of reading in the province, all Nova Scotians are invited to read, discuss, and get involved in the campaign through the author readings, book clubs, and other planned programming taking place in libraries all across Nova Scotia. Organized under the umbrella of Libraries Nova Scotia, public, university and community college libraries come together to work with the Nova Scotia Provincial Library, the Department of Communities, Culture and Heritage, as well as local bookstores to promote One Book Nova Scotia and collective reading. The goal of One Book Nova Scotia is to bring together communities across the province through the collective reading of one title. We aim to inspire conversation, foster community engagement, promote literacy, and instill a sense of togetherness through reading across Nova Scotia.

Title selection & author participation

This year, One Book Nova Scotia decided to take a more collaborative approach to title selection and engage the public in the process. A long list of 10 titles was released to the public via Facebook along with a poll that allowed community members to vote on their favourites. 163 people participated in the poll and provided feedback on their selections. The Steering and Selection Committees were pleased with the level of engagement considering it was our first attempt with public polling. The public feedback was used in conjunction with the pre-existing selection criteria to make this year’s title selection. Donna Morrissey’s *The Deception of Livvy Higgs* (Penguin, 2012) was chosen as One Book Nova Scotia’s 2016 title:

Family secrets are uncovered and ancient promises broken as ailing 80 year old Livvy Higgs travels back through her past to Halifax of the 1930s and 1940s. Guided by the ghost of her younger self, Livvy must acknowledge the deceits of loved ones as well as her own.

The Deception of Livvy Higgs has been described as irresistible, endearing, intimate and haunting. This title also gives One Book Nova Scotia readers a unique blend of history and fiction, and provides that beautiful connectedness that comes with reading a title set in your province. One Book Nova Scotia collectively feels this year’s campaign is going to be particularly popular; Donna Morrissey is a beloved Atlantic Canadian author, a captivating speaker, and a writer who captures our region in a way that truly touches Nova Scotians. Further,

this campaign gives her the opportunity to promote her new book, *The Fortunate Brother*, which is going to be released in early September 2016.

Donna was contacted and enthusiastically has agreed to participate in One Book Nova Scotia.

Author-supplied image and biography:



Donna Morrissey was born and raised on the wild, isolated coastline of the island of Newfoundland, Canada's youngest province.

She publishes through Penguin Canada and has written five nationally best selling novels cradled in the Newfoundland culture and yet universal in the emotional upheaval and transcending of its characters. She has received awards in Canada, the U.S. and England and her novel, *Sylvanus Now* was shortlisted for the Commonwealth Prize.

Reviewers have compared her depictions of Newfoundland's terrain and people to the worlds summoned up by Hardy and Faulkner. Donna's fiction has been translated into several different languages. She is also a scriptwriter: *Clothesline Patch* (a short story) won a Gemini for best production and was nominated for best writing. She is currently teaching

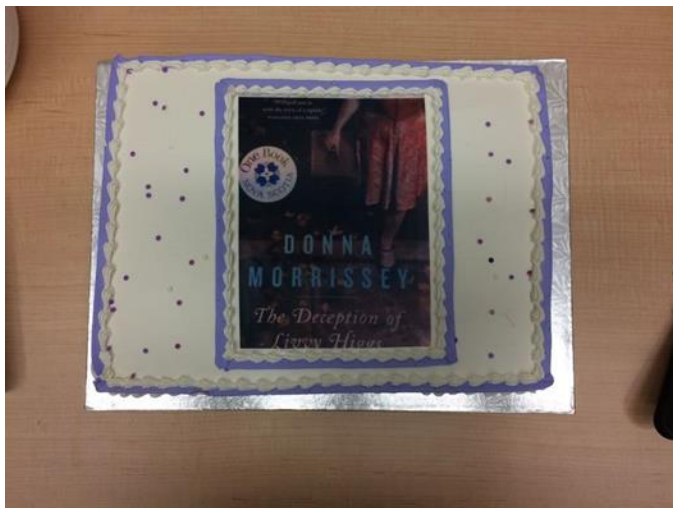
fiction at Dalhousie University in Halifax, Nova Scotia and through an online teaching course at Humber College, Toronto. Each precious hour stolen from teaching and family life is spent writing. *The Fortunate Brother*, her most recent novel is to be released by Penguin Can in September 2016. Donna is currently working on a new novel.

Author Tour

A series of 8 author readings were held throughout the province with 336 people attending these readings. This is the highest recorded attendance in the last 3 years; last year's tour drew 156 attendees, and the 2014 author tour had 263. Further, we received incredibly positive feedback from the hosting libraries:

Date	Location	Attendance	Feedback
Saturday, Sept. 17	Halifax - Word on the Street: Launch	30	Central Library staff and audience members seemed delighted with reading.
Friday, Sept. 23;	Pictou: (NSLA) conference	80	Big and appreciative crowd – lots of questions
Thursday, Oct.13;	Bridgewater: NSCC Lunenburg Campus Library	35	We certainly enjoyed your visit and I know you have made an impression on our students! – Maryjane Pittman, to DM Wonderful reading – Jeff Mercer, SSRL

Monday, Oct. 17;	Yarmouth Public Library	12	It was fun! Donna and her friend Kimberly said they had a great drive down here. They checked the set up and then we went for dinner. A local book club joined us and then came to the reading and they were a great, animated group. We had about 12 people, so it was more intimate. Donna did a wonderful job and all in all, I would call it a success. Donna sold about 20 books too, I believe. Joanne Head
Tuesday, Oct. 18	Wolfville Public Library	29	Everyone had a great time, she was funny – lots of her books were requested afterwards. library sponsored own reading
Tuesday, Nov. 15; Wednesday, Nov. 16;	Springhill Public Library Antigonish - St.F.X. University Library	62 60	Our Author Reading was fantastic! Donna was spectacular. We had an external book seller who left with a much lighter load than she arrived with, which was nice. The reading started at 7 pm and everyone was gone by 9 pm. We took Donna out for drinks and were home by midnight. She is an amazing woman. I'm so glad we were able to do this! – Suzanne van den Hoogen
Thursday, Nov. 17;	Sydney Public Library	28	Great evening - everyone loved Donna! Thanks to the IBNS organizers for the opportunity to host. – Tara McNeil



Cake and great attendance at the St. FX reading!

Circulation Statistics

Print copies of *The Deception of Livvy Higgs* were available in libraries across the province, as were copies of the downloadable ebook version. *The Deception of Livvy Higgs* was also made available as an ebook; there are 25 overdrive copies for the 9 regional public library systems, and the title is available in four accessible formats in both NNELS (National Network for Equitable Library Service) and the CNIB Library.

1BNS Statistics for the period September 9, 2016 - November 30, 2016 (inclusive) provided by the Nova Scotia Provincial Library

Region	Symphony			OverDrive ****	
	Circulation *	Holds **	Number of Copies Held ***	Circulation	Current Wait List
AVR	Individual copies: 31 Book Club in a Bag kits: 1	Individual copies: 0 Book Club in a Bag kits: 6	Individual copies: 10 Book Club in a Bag kits: 1	10	0
CBR	Individual copies: 78 Book Club in a Bag kits: 8	Individual copies: 0 Book Club in a Bag kits: 0	Individual copies: 16 Book Club in a Bag kits: 11	5	0
CEH	53	3	18	8	0
CPL	36	0	16	11	0
ECR	13	1	5	7	0
PAR	65	0	27	8	0
SSR	38	0	11	0	0
WCR	55	2	21	9	
TOTAL	Individual copies: 369 Book Club in a Bag kits: 9	Individual copies: 6 Book Club in a Bag kits: 6	Individual copies: 124 Book Club in a Bag kits: 12	58	0

* Symphony circulation includes WorkFlows checkouts and renewals and VuFind renewals.

**Symphony holds counts reflect unfilled holds as of Nov. 30, 2016

***Symphony counts of copies held are as of Nov. 30, 2016

****OverDrive: as of Nov. 30, 2016, 9 consortial copies held, no Advantage copies

Novanet Libraries

Institution	Loans 2016	Loans 2015
Acadia	1	1
Atlantic School of Theology	NA	0
Cape Breton University	3	6
Dalhousie University	9	0
King's College	2	0
Mount Saint Vincent University	3	2
NSCAD	NA	0
Nova Scotia Community College	71	94
St. Francis Xavier	5	2
St. Mary's University	NA	5
Universite Sainte Anne	0	0
TOTAL	94	110

Halifax Public Libraries

Format	# of Copies Held	# of Loans	# of Holds
Print	41	146	20
Book Kit	1	2	3
eBook (OverDrive)	9	28	3
TOTAL		176	26

Total individual copies circulated 2015: 627

Total individual copies circulated 2016: 697

The circulation statistics for the academic libraries continue to be low with the exception of NSCC; these numbers signal the need for a revised strategy for marketing and promotion at the participating Novanet libraries.

Overall, circulation of individual copies was slightly elevated than that of 2015. This did come as a surprise to the 1BNS Committee, as this title is older and Donna Morrissey is a highly celebrated author; it's possible many people have already read *The Deception of Livvy Higgs*.

Social Media

For the 2016 campaign, the 1BNS Committee decided to try Facebook advertising to enhance our marketing and promotion to Nova Scotians. We spent approximately \$200.00 on Facebook advertising. This resulted in gaining 78 new followers and reaching 3700 people with the first advertisement and reaching 16000 people with the second. We now have 613 Facebook page likes and 614 Twitter followers in total, which is considered steady growth. Instagram followers has more than doubled since the 2015 campaign.

Social Media Platform	2014	2015	2016
Facebook	386	455	612
Twitter	458	531	613
Instagram	N/A	19	51

Increase in Facebook followers since 2014: **36.93%**

Increase in Twitter followers since 2014: **25.28%**

Increase in Instagram followers since 2015: **64%**

Revenues & Expenditures

All funding for the 2016 campaign has been received. Below is a breakdown of the funding for the 2016 campaign:

Revenue	Projected	Requested	Confirmed
Carried over from 2015	\$2,984.06	\$2,984.06	\$2,984.06
Nova Scotia Library Association	\$1,000.00	\$1,000	\$1,000.00
Nova Scotia Association of Library Technicians	\$150.00	\$150	\$150.00
Nova Scotia Provincial Library	\$3,000.00	\$2,000	\$3,000.00
Nova Scotia Community College	\$500.00	\$500	\$500.00
Novanet	\$1,000.00	\$1,000	\$1,000.00
Canada Council for the Arts Grant	\$1,900.00	\$3,534	\$2,300
Atlantic Provinces Library Association	-	\$1,000.00	\$600.00
Total	\$10,534.06	\$12,168.06	\$11,534.06

Expenditures	Projected	Confirmed
Copies of book	\$4,135.70	\$2,502.42
Programs	-	-
Swag	\$300.00	\$414.00
Prizes/Publicity	\$400.00	\$274.37
Author readings (honoraria covered by Canada Council for the Arts)	\$1,750.00	\$1,750.00
Author readings (accommodations + meals)	\$1,000.00	\$700.32
Author readings (travel)	\$480.00	\$673.12
Total	\$8,065.70	\$6,314.23
Remaining		\$1,751.47
Carry over for 2017		\$5219.83

This year's campaign came in costing far less than anticipated, largely due to lowered print and

digital book prices. We received a deep discount (65% off) for the electronic version; the publisher provided digital copies for \$18.90 each, as opposed to \$54.00. Since the Nova Scotia Provincial Library was so incredibly generous with their support of the 2016 campaign, the One Book Nova Scotia Committee covered the cost of the eBooks, traditionally covered by NSPL. We did overextend ourselves for the cost of swag – we purchased 100 tote bags (minimum permitted) and the total was \$414.00 (\$114.00 over budgeted expenditure). The Committee felt like the tote bags were a valuable investment and decided to move forward. So far, they have been a wonderful addition to our promotional items.

Despite overspending for the aforementioned tote bags, and travel costs, all items balanced out due to overestimating costs in other budget lines. At the commencement of the 2016 campaign, the expenditures totaled \$1751.47 less than anticipated, leaving us with a total of \$5219.83 to carry over into the new year.

Steering Committee Membership

The 2016 Steering Committee continues to experience a shift in membership. Maureen Collier, who was acting as both a representative from the Halifax Public Libraries and the Programming Chair, stepped back from her role on the Steering Committee. Cynthia Gatto stepped into Maureen's role in the Spring and will remain in this position until the new 2017 campaign begins when she will transition in the position of Public Library Co-Chair. In the coming months, recruitment will take place for a new Programming Chair with hopes of filling the position before the commencement of the 2017 campaign. The current committee members are:

Maggie Neilson - Co-Chair (Academic)

Catherine Kelly – Nova Scotia Provincial Library Representative

Britanie Wentzell - Academic Representative, Chair – Marketing & Promotions and Public Engagement

Mary Jane Pittman - Nova Scotia Community College Representative, Selection Committee Chair

Cynthia Gatto - Halifax Public Library Representative, Programming Chair

Nicole Watkins-Campbell – Nova Scotia Provincial Library and Communications member.

A new structure for incoming Co-Chairs will also be implemented for the 2017 campaign.

Maggie Neilson has agreed to stay on for an additional year in order to provide Co-Chair training to Cynthia Gatto. After Maggie has fulfilled her term, Cynthia will be able to recruit, and train, an incoming Academic Co-Chair.

Now that the 2016 campaign has come to an end, the Steering Committee has reviewed their membership to determine positions that need filling. Britanie Wentzell has completed her 2 year term on the committee, Nicole Watkins-Campbell has been relocated to the Department of Justice, and Mary Jane Pittman has shifted responsibilities at her position at NSCC. Although Britanie has finished her commitment as Marketing & Promotions Chair and Academic Library

Representative, she will continue on the Steering Committee as the Selection Committee Chair and the Academic Library Representative. Due to these remaining upcoming absences, 1BNS is recruiting for the following positions:

Chair, Programming

Chair, Marketing & Promotions

Representatives, Public Libraries (2 positions)

Representative, NSCC

Recruitment messages will be distributed through a number of list-servs and targeted recruitment will also take place.

Canada 150 Plans: 150 Books of Influence

One Book Nova Scotia was approached by Cindy Lelliot, President of NSLA, to partner on a project in 2017 to celebrate Canada's 150th birthday. The project, called *150 Books of Influence*, is a list of stand-out titles written by Nova Scotia authors that capture the culture, history, and imagination, of Nova Scotia. The compilation is designed to demonstrate the region's rich storytelling that has influenced and inspired Nova Scotia citizens. 1BNS's partnership with NSLA for this project will be defined by the 1BNS Selection Committee selecting a title by a Nova Scotia author, and then placed on the *150 Books of Influence* list. Although this breaks away from past practice, it is a special opportunity for 1BNS; through this partnership we can expand our participant base and aid NSLA in promoting their initiative. We are creating a new, mutually beneficial relationship to enrich both of our programs and further engage the community with libraries. Many opportunities surrounding programming, marketing and promotion, and special events, will emerge from this special partnership.

Next Steps in the 2016 One Book Nova Scotia Campaign:

- Complete and submit report to the Canada Council for the Arts
- Revise selection process to accommodate partnership with NSLA's 150 Books of Influence from Nova Scotia
- Prepare report on revised selection process for review by Libraries Nova Scotia
- Evaluate Selection Committee structure, recruit members (if needed) and begin selection process
- Review new Canada Council for the Arts funding structure and begin process of application for funding
- Recruit new members for aforementioned vacancies on the Steering Committee, as well as sub-committees
- Prepare proposal for Libraries Nova Scotia in regard to the maintenance and upkeep of the One Book Nova Scotia website, post-LNS restructuring.

- Develop a new marketing and promotions strategy specifically targeting Novanet Libraries in order to increase participation from their academic communities
- Conduct survey among participating, and non-participating, libraries to garner feedback for campaign improvements or modifications

Report prepared by: Maggie Neilson, Academic Co-Chair, One Book Nova Scotia
December 30th, 2016