



WOJEWÓDZKA I MIEJSKA
BIBLIOTEKA PUBLICZNA
IM. JOSEPHA CONRADA
KORZENIOWSKIEGO
W GDAŃSKU

**STRATEGY OF THE JOSEPH CONRAD
VOIVODESHIP AND MUNICIPAL PUBLIC LIBRARY
IN GDANSK FOR THE YEARS 2012-2020**

Mission

**Satisfying intellectual, educational
and cultural needs of the local community**

Vision

**WiMBP in Gdansk is an open and widely available
cultural institution providing a wide access to
literature and information and is a leader in the
promotion and dissemination of the culture of the
book in the Pomeranian region**

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Introduction



The owner of the project ‘Libraries in Knowledge Society – Strategies for the Future’ is the Information Society Development Foundation. The partners of the project are: ABM-utvikling National Centre of Archives, Libraries and Museums, Malopolska Institute of Cultural, Conference of Directors of Voivodeship and Municipal Public Libraries and the Norwegian libraries: Buskerud, Akershus, Vestfold.

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Historical overview

The beginnings of librarianship in Gdansk

Libraries in Gdansk began to appear in the twelfth century along with the establishment of the first monasteries. As early as 1186 there was a library at the Cistercian monastery of Oliva, and from the year 1227 there was another one at the Dominican monastery. Over time, some others were set up at the Franciscan, Carmelitan and Brigittine monasteries, but all of their book collections were only available to the clergy.

The precursor of new times was the library founded at the end of the 14th century at the St. Mary's Church in Gdansk. Its book collection was made available not only to clergy, but also to young people wishing to devote their lives to the service of God. It can be considered as the precursor of a public library (available to the wider group of recipients) in Gdansk. With time some other church libraries were created, also offering secular literature, which resulted from the demand for antique texts at the church Latin schools.

However, in Gdansk, the true public library was still missing. The obstacle was primarily the lack of a universal, secular collection of books that would interest a wider public.

Bibliotheca Senatus Gedanensis (The Library of Gdansk City Council)

The situation unexpectedly changed in the 16th century. John Bernard Benifacio, Marquis of Oria, donated his collection of books to the City Council in exchange for the lifetime maintenance. The collection consisted of about 1,120 volumes and included the works of distinguished ancient Renaissance and Reformation authors. The donation deed was construed on 28 September 1591. Once the book collection was secured and prepared, the first public library in Gdansk was opened in 1596. It was named **Bibliotheca Senatus Gedanensis** and its seat was the Academic Gymnasium. The books were lent outside the library only to teachers and municipal officials. The book collection grew in subsequent years due to the generosity of the Gdansk City Council and residents of Gdansk. The library acquired private collections of wise Gdansk residents, including Aleksander Glaser, Henryk Lemke and Kasper Schütz. Moreover, it acquired a part of a valuable book collection of the library founded by the Gdansk merchant Zechariah Zappio (*Bibliotheca Zappio-Johannitana*). The founders also included intellectual Gdansk women, such as Elizabeth Brandes and many other private individuals. In the 18th century the collections already had approximately 26,000 volumes.

Danziger Stadtbibliothek (Municipal Library)

The situation in Gdansk changed after the seizure of Gdansk by Prussia in 1793. In 1817 the Academic Gymnasium was closed and the name *Bibliotheca Senatus Gedanensis* was changed to *Danziger Stadtbibliothek*. New regulations allowed it to offer the collections outside to all adult residents of Gdansk, and, according to certain rules, to younger people and to those living outside the city. Deposits and penalties for damaged books were introduced. Moreover, special collections were separated and access to them was limited to a large extent. Inter-library borrowings were possible. The Library received the status of a public library in the contemporary meaning of the word. In 1819 the collections were transferred to the post-hospital church of St. Jacob at 63 Łagiewniki Street, and then in 1904 to a specially constructed building at 15 Wałowa Street.

At the outbreak of World War II, the Municipal Library housed around 245,000 volumes.

The development of public libraries in Gdansk in the 19th–20th century

In the 19th century other public libraries were established. Some of these had an educational character (they were commonly called people's libraries); others were technical (the Library of Higher Technical School is currently the Library of the Gdansk University of Technology). Home libraries and museum libraries were created as well, and church libraries continued to emerge. In addition, the Natural Society Library was operating in Gdansk. The surviving collections are now in the Main Library of the Gdansk University of Technology. During this period the Free City of Gdansk has contributed to the emergence of new libraries and the widening of readership, even among the youngest residents of the city. The biggest network of libraries was developed by the Polish Gymnasium (opened in 1922).

Post-war times

After the war the collections of the libraries existing in Gdansk were mixed. All existing books were secured at Wałowa Street – the total number was around 114,000, including the book collections of pre-war Polish schools and institutions. In relation to that, on 16 June 1945, the Voivodeship Commission for Protection of Books was established. Its task was mainly to trace and distribute the book collection to various, scattered libraries.

Collection of the Municipal Public Library

On 9 April 1945 Dr Marian Pelczar became the first director of the Municipal Library after the war. He started to rebuild the network of public libraries. Thanks to the books found (about 2,500) from the former Polish Gymnasium, they managed to open the few first subsidiaries of the library. The book collection was obtained mainly through allocations, fundraising and donations.

The first lending libraries

The first lending library was opened on 22 July 1945 at 12 Grottgera Street in Oliwa, another one at 3 Maja Street, in the premises of the City Management in Gdansk. It comprised 1,200 volumes from the library in Oliwa. Then, a small library was opened in Orunia – its collections comprised 400 books.

In 1949 the collections of Gdansk libraries included 14,300 volumes.

Voivodeship Public Library

The Voivodeship Public Library was established in 1951 with its registered office in Gdynia. The organiser was the then Director of Municipal Public Library in Gdynia: Kazimierz Tymecki, PhD.

Establishment of Voivodeship and Municipal Public Library in Gdansk

In 1946 two main sections were separated within the Municipal Public Library: Scientific and Educational. The section of Common Lendings existed as well.

The first of them – the scientific section – was taken over by the Polish Academy of Science on 1 January 1955. The PAN scientific library was established, where the most valuable Gdansk collection from the former Academic Gymnasium was located.

The same day the educational section, which included 55,149 volumes in library establishments and 17,386 in the warehouse, was connected to the Voivodeship Public Library. The Voivodeship and Municipal Public Library in Gdansk was established. Its seat was the Uphagen's House at 12 Długa Street.

Libraries in the Gdansk Voivodeship

During 1946/1947 the network of Poviats libraries was developed, and in 1948/1949 the

network of commune libraries was organised. In 1948 there were 20 public self-government libraries with 306,258 volumes. By the end of 1949 the network of commune libraries already existed – in total 133 libraries (24 municipal libraries and 109 rural ones).

Development of the Voivodeship and Municipal Public Library in Gdansk

Subsequent years are characterised by the instant development of the Voivodeship and Municipal Public Library in Gdansk. New municipal and local subsidiaries were opened. The role of the institution managing the library processes in the whole voivodeship was growing as well.

In 1978 the local branches of WiMBP located in Kościerzyna, Tczew and Wejherowo were closed (they had been established in 1975). Therefore, WiMBP assumed full responsibility for the readership in the Gdansk Voivodeship. In 1977 a central purchasing system was introduced and the development of the collections for the libraries in the Voivodeship was started.

Gdansk Branch of the Post-secondary Extramural School of Library Studies

In 1975 the Gdansk Branch of the Post-secondary Extramural School of Library Studies was opened in Reading Room No. 29 at 2 Obrońców Wybrzeża Street. Later, its name was changed to the Post-matriculation Extramural School of Library Studies. The Manager of the school was Lucyna Żuk. The School contributed significantly to the improvement of the qualifications of librarians, and at the same time to the improvement of library services in the Gdansk Voivodeship.

Library Centre for Information

The Library Centre for Information, which was an indispensable source of knowledge before the establishment of the Internet, was opened in 1975, based on the collections of the Scientific Reading Room F. 29.

Voivodeship Public Library

In 1975 the name of the Voivodeship and Municipal Public Library in Gdansk was changed to the Voivodeship Public Library.

Non-typical services and subsidiaries at WiMBP in Gdansk

In 1974 outlets for agricultural information appeared and – in 1975 – tourist information centres. In 1978 the ‘spoken book’ started to be collected. Nine sites providing this new form of book were established in the area of the voivodeship. The development of popular and scientific reading rooms took place in the eighties. In 1980 the Bibliology Reading Room was established and until today librarians and students of library studies in the voivodeship have used its specialised book collections. In 1990 the Readership Centre for the Disabled was opened and it still exists today after the change of its name to the Centre of Readership for the Sick and Disabled in 1991.

In 1995 the Reading Room for Seniors was opened in Subsidiary No. 9 (this function has since been taken over by Subsidiary No. 14 at 3 Opolska Street), and the Centre for Legal and Economic Information was opened in 1997. In the same year the Little Gallery was opened at 5/6 Targ Rakowy, which aims at promoting the works of graduates of the national artistic universities.

In 1988 the Section for Compulsory Copy and Documents of Social Life was created – currently the Regional Studio.

New headquarters of WiMBP in Gdansk

In May 1981 WiMBP in Gdansk, thanks to the intervention of Lech Wałęsa, received a new seat at 5/6 Kalinowskiego Street (now 5/6 Targ Rakowy), where it is still located. The previous office was located in the Uphagen's House at 12 Długa Street, then in 32/35 Piwna Street.

Pro Libro Legendo

The Pro Libro Legendo prize, 'for the book that should be read', has been awarded by the librarians of the Pomorskie Voivodeship ever since 1989. It aims at promoting the book worth reading due to its artistic, cognitive or editorial values. The prize is awarded every year. The books of the authors residing at the time in the Pomorskie Voivodeship and published the previous calendar year are considered. The winner receives a monetary prize and their book is promoted during the subsequent year in all the subsidiaries of WiMBP in Gdansk. The prize has been awarded to, amongst others: Jerzy Samp, Stefan Chwin, Aleksander Jurewicz, Zbigniew Żakiewicz, Józef Bachórz and Barbara Piórkowska.

Conferring the name and another change of library name

In September 1994 the Voivodeship Public Library in Gdansk adopted the name of Joseph Conrad-Korzeniowski. The Conrad Centre was created with the aim of popularising the person and the works of the library patron.

On 24 November 2003 with the resolution of the Pomeranian Regional Assembly the name of the library was changed to the Joseph Conrad-Korzeniowski Voivodeship and Municipal Public Library in Gdansk.

Shanghai Cabinet

In 1995 the representatives of Shanghai Library transferred to the WiMBP in Gdansk 507 books – mainly in English and Chinese. At present the collection is located in Subsidiary No. 50, where Shanghai Cabinet works, popularising the history and culture of China and maintaining close contacts with the Shanghai Library.

Comic Studio

The first Comic Studio in Poland was established in 2005, and in March 2012 it moved to the Manhattan Library. Its main task is to popularise the art of comics, its Pomeranian creators and provide the comic book collection to readers. An international comic festival has been organised in Gdansk since 2008: Baltic Sea Comic Festival – GDAK.

American Corner

American Corner is a library facility, which was established in 2008 as a result of the agreement of WiMBP in Gdansk with the United States Embassy in Poland. It provides the collections by the American website and it promotes the USA in Gdansk. This is the third facility of this type in Poland, after Łódź and Wrocław. In the context of the others it is distinguished by the cultural activities conducted. American Corner houses meetings, lectures, film shows and talks for interested users.

Gdansk Subsidiary

In 2007 at 42 Mariacka Street, the Gdansk Subsidiary was established in a stylish interior of the tenement house. This exceptional library subsidiary collects and popularises literature on the history and culture of Gdansk and its residents. Additionally, within a very short period of time, it has become the centre of cultural life of Gdansk and the centre of promotion of new Gdansk literature and its authors.

Report on the state of the Voivodeship and Municipal Public Library in Gdansk

Thanks to good cooperation with our organisers: Marshal's Office of Pomorskie Voivodeship and the City Hall, the main seat in Targ Rakowy and the subsidiaries in Gdansk are changing their image. They are slowly becoming establishments tailored to our times. Our new image is the result of social, political, organisational and administrative changes, and – most of all – of our customers. We are well-equipped with computer workshops, unique forms of work with the user and we run informative, educational and cultural activities. We are not afraid of new challenges, which we choose with the help of our demanding users.

Reorganisation of WiMBP in Gdansk

The changes and a major reorganisation of WiMBP in April 2010 were the result of the adaptation of our institutions to the operation in new social, cultural and educational conditions, as well as the need for launching of a library offer to the new potential group of customers. The combination of the selected functions of the direct contact with the reader resulted in the improvement of the communication of the collections – some segments of the services did not have their recipients any more and it was necessary to resign from them (Legal and Business Centre, Conrad Centre, large Computer Reading Room, Scientific Reading Rooms only with the presentation collections). New positions have been created in order to improve the work of the library network and maintain proper relations with the self-government libraries (Librarian, Network Administrator, Instructions and Training Department, Marketing and Public Relations Department, Department for Literature Promotion).

Premises and location of the library

The main seat of the Voivodeship and Municipal Public Library in Gdansk is the building at 5/6 Targ Rakowy. Its location in Gdansk city centre is very favourable due to the accessibility for users and for the development of the cooperation with local libraries.

The total usable area of the library premises together with subsidiaries amounts to 6,260 m² as of 31 December 2011. The Main Library and subsidiaries have 468 seats for work for readers.

Library network of Gdansk

At the end of 2011 the library network of the city of Gdansk consisted of the Main Library and 31 library subsidiaries.

Potential of personnel – state as of 31.12.2011

The personnel employed by WiMBP in Gdansk include 205 people employed in 198.25 full-time-equivalent jobs.

There are 158 contents employees, 25 administrative employees, and 19 service workers.

The table below illustrates the level of education of the employees of the WiMBP in Gdansk:

Total number of employees	Higher librarian education	Other higher education	Secondary librarian education	Secondary education in general
205	84	51	31	21

The following table presents the data for contents workers of the WiMBP in Gdansk, specifying their positions.

Number of employees of the primary activity		Employees employed in librarian positions				
Total	including librarian positions	Librarian service				
		junior librarian	librarian	senior librarian	reference librarian	senior reference librarian
159	152	16	18	44	30	44

The management personnel consists of three directors with their own intra-organisational tasks and authority to represent the organisation externally.

Employees and their education levels fully meet the requirements of professional service for users and running various subsidiaries and specialist library establishments. New tasks, such as computerisation, conducting public procurement bids, PR, publishing activity, resulted in the creation of new positions such as System Librarian, Computer Network Administrator, Marketing and PR Specialist, Public Procurement Specialist, and Specialist for the Promotion of the Region, but a professional career at WiMBP for new specialists in various industries is still open, because our position is changing and we are adjusting to the expectations, both of our customers and the founding authorities. We are open to launching new services and we

predict that our future personnel will be people representing different fields of knowledge because this is expected by the users and by the brand LIBRARY.

Book collection of the WiMBP in Gdansk – as at 31.12.2011

The first table shows the purchase of book collections in 2011 compared to those of 2010. The second shows the breakdown into the books, magazines and special collections purchased during 2011.

	2010	2011	Difference
Total Purchase	35,337	53,895	+ 18,558
Purchase per 100 residents	3.9	5.9	+ 2

Total collection (books and periodicals)	729,556
Books	697,115
Periodicals	13,471
Special collections (audiovisual and electronic ones)	18,970

Reading in the years 2010-2011

In 2011 the readership at WiMBP in Gdansk increased significantly as is clearly shown in the table below. Significantly more readers visited us, and this was induced by the introduction of the *Card to Culture* and the promotional campaign: 'I go to the library'.

	2010	2011	Difference
Total readers	51,758	62,059	+ 10,301
Readers per 100 people	11.32	14.35	+ 3.03
Total borrowings	1,209,978	1,263,065	+ 53,087
Borrowings per 100 residents	260.99	292.10	+ 31.11
Total visits	561,134	595,246	+ 34,112

The Card to Culture

The Card to Culture (*Karta do kultury*) is a library card of the Voivodeship and Municipal Public Library in Gdansk and, since 2 January 2012, the Municipal Public Library (MBP) in Rumia, which gives the ability to use all operations in the computer-system subsidiaries of the WiMBP and MBP in Rumia.

Each of the 30 subsidiaries of WiMBP in Gdansk will be covered by the system by the end of the 1st quarter of 2012.

Events promoting reading in subsidiaries in the years 2010-2011

The library events are financed from the appropriate budget and from the resources obtained from non-budgetary means. The library runs both the national projects and their own projects.

	2010	2011	Difference
Number of promotional events (subsidiaries)	1,690	1,780	+ 90
Number of participants in the events	30,626	33,167	+ 2,541

Multi-year projects carried out at WiMBP in Gdansk

In 2005 the Voivodeship and Municipal Public Library in Gdansk for the first time has received funding from the European Social Fund and the state budget for their own project 'Developing the technological and communication skills as an investment in human resources development in the Pomorskie Voivodeship'. A series of training sessions aimed at raising qualifications of the librarians working in the area of the Pomorskie Voivodeship was organised. The subsequent years resulted in the next interesting projects.

Pomeranian Regional Information Network

The Library has realised the project Pomeranian Network of Regional Information since 2005. This is the database of local information, which primarily aims at promoting culture and history as well as the tourist values of our region.

Digital sea; E-sea, e-Pomerania

‘Digital sea’ (2010), ‘E-sea’ and ‘e-Pomerania’ (2011) are the projects involving the online provision of regional collections, and in particular the books and magazines of the sea and Pomerania from pre-war and post-war times. Within digitisation, the Library cooperated with the Central Maritime Museum in Gdansk, the National Archives in Gdansk, Gdansk Library PAN, and the museum Kashubian Ethnographical Park in Wdzydze Kiszewskie. Under the first project by the end of 2011, 1,165 objects were digitalised and during the second project 7,072 objects were digitalised.

Book Discussion Clubs

The project Book Discussion Clubs has been realised since 2007. This is a programme that promotes reading through the purchase of valuable literature and organising public meetings with authors, lectures and workshops. Book Discussion Clubs are emerging in the libraries of the voivodeship and they attract the people who like reading and discussing books. There are already 54 readers’ clubs in the Pomorskie Voivodeship.

Biblioteka+

Library+ is a multi-year project of the Ministry of Culture and National Heritage, which is realised by the Book Institute. It is coordinated by the Voivodeship and Municipal Public Library, which during the three editions will train 100 self-government librarians in terms of new technologies and personal competences in the Pomorskie Voivodeship.

Library Development Programme

The Library Development Programme has been realised since 2009 by the Foundation of Information Society Development; the regional coordinator in the Pomorskie Voivodeship is the Voivodeship and Municipal Public Library. The goal of the programme is the development of skills needed to run a modern library, equipping the library establishments with ICT equipment, promotion of the libraries and connecting them to the Internet. In the Pomorskie Voivodeship 129 libraries were covered by such assistance. 375 librarians will be trained.

Computerisation of the library

The following table shows the number of computers used in the library.

Total	Connected to the Internet	Available to readers
262	262	102

Computer base

The completion of the process of the base of all the library establishments will allow the effective electronics scontra at the subsidiaries of the WiMBP. To make the base comprehensive and useful for the reader, the selected titles of the magazines and continuous publications (mainly works and university dissertations) are prepared for the needs of the online catalogue. In the near future we are planning to place a children’s catalogue MOLIK on our server in the pictographic and audio. Our readers have the option to reserve books, control their reader’s accounts, place reviews on the books read. In addition, the library informs the reader of all arrears, the amount of the fine for outstanding books; librarians have the option to generate readers’ calls for book return.

Voivodeship and Municipal Public Library in Gdansk as a central public library of the Pomorskie Voivodeship

The Voivodeship and Municipal Public Library is an institution that plays a dual role – of a public library for the city of Gdansk and the Voivodeship library.

After the administrative changes in 1999, it has extended the scope of its impact of the former Słupsk Voivodeship, a part of Elbląg Voivodeship, and Chojnice Poviast of the former Bydgoszcz Voivodeship.

Now it provides substantive support in computerisation, in legal issues, organises training, coordinates projects, indicates the sources of non-budget means, participates and cooperates in the promotion of libraries and readership in 339 self-government libraries of the Pomorskie Voivodeship.

Training

The Voivodeship and Municipal Voivodeship Public Library is a training centre for the librarians of the Pomorskie Voivodeship. It organises training and professional development, using both their own personnel and involving highly qualified professionals.

The themes of such training are in line with the needs of librarians set out in the result of the study. It includes many aspects of the libraries work – from legal and accountancy issues, acquisition of non-budget means and promotional activities to the workshops indicating new forms of work with readers.

The Voivodeship and Municipal Public Library coordinates two multi-year training projects Biblioteka+ and the Library Development Programme.

Promotion of cultural heritage of the region

The Pomorskie Voivodeship area is culturally very diverse. A few sub-regions can be identified. There are also very many national and ethnic minorities represented in the Pomorskie Voivodeship. This is a great wealth of our voivodeship and makes it unique.

There is a huge potential to be used by libraries in cultural, educational and promotional work. The Voivodeship and Municipal Public Library gets involved in tasks related to the documentation, protecting and promoting cultural heritage of the region and its history. This creates a chance for the libraries to strengthen their social culture creation role within the community.

Organisations of cultural and educational work

The Voivodeship and Municipal Public Library supports self-government libraries in organising culture and educational work by, among other things, coordinating external projects entrusted for implementation by the Ministry or the Book Institute and by promoting their own projects. It initiates cultural and educational projects, directed at adults (including senior citizens) and children.

Promotional strategy of the Voivodeship and Municipal Public Library in Gdansk

The objective of the promotional strategy of WiMBP in Gdansk is the creation and preservation of the positive image of the library as an open, friendly institution providing access to knowledge and education, developing passions and interests, as well as adapting to the needs of its customers and creating trends in the culture.

The strategy combines the tasks of Public Relations (in shaping the desired image, opinion and reputation in the surroundings of the Library) as well as marketing tasks (meeting the needs of the library users and building the awareness of the brand).

Our aim is to combine all the promotional activities undertaken by the Library in a single information campaign 'I go to the Library'. The combining element of the action is the consequent use of the brand: 'I go to the Library' and its mutations in all promotional materials of our institution and during the organisation of the promotional events. Under the slogan 'I go to the Library' some periodic events are held, such as "With a book on the travels. Pomeranian meetings of writers with young readers', 'Book stop' – celebrations of World Book Day, literary meetings, exhibitions and vernissages.

This year's advertising slogan 'I go to the Library' will also be enhanced by the portrait campaign 'You can meet me there'. Large-format photographs will present people related in some way to their library. The casting for the campaign will be conducted both in the library subsidiaries and on the Internet. The photographs will be made by a professional advertising agency, which is a partner in the project, and will be used to create a gallery of portraits displayed in the urban space and in publications of our library.

The information campaign 'I go to the Library' is closely linked to the promotion of the Card to Culture – the electronic library card that allows the use of all computerised subsidiaries of the WiMBP in Gdansk. In 2012 the network of the Card to Culture will cover all the subsidiaries of our library. The innovation of the Card to Culture is the relation of the library card and the loyalty programme for the reader. The Card entitles holders to discounts in most of the institutions of culture in the Tri-city. The promotional aim of the project is also to show the library as leader of the programme facilitating the access to culture and other partner institutions to the residents of our city. The project evaluation assumes the development of the partner network with a view of both the institutions and companies providing discounts and libraries that offer the Card to their customers. In the first year of the operation 30,000 residents of Tri-city collected the Card, the programme was joined by 27 partners and since 1 January the Card to Culture has also been obtainable at the Municipal Public Library in Rumia. The Poviatic and Municipal Public Library in Wejherowo will become another partner from the second quarter of 2012.

The element of creating an image of the library as a modern and open institution is also a project of the Manhattan Library – the first in the Voivodeship Library established in the shopping centre, adjusted to the needs of all the users, and the first Media Library in the Pomeranian region.

Other actions undertaken within the framework of the promotion strategy of our institution are, amongst others, initiating actions that promote readership, patronage of the literature creators, implementing additional activities that raise their attractiveness as a place.

Analysis of opportunities and threats

Strengths of the WiMBP in Gdansk	Weaknesses
<ul style="list-style-type: none">• Universality of collections and services• Availability of collections, information and services• Broad cultural and educational offer• Qualified, educated and dynamic personnel• Location of the WiMBP in Gdansk• Partner contacts with self-government libraries• Good cooperation with cultural institutions• Managing personnel of executive level• Complete database of collections and readers• Clear image of the Library and offered services	<ul style="list-style-type: none">• Topography of subsidiaries• Library Infra-structure (small premises, obsolete equipment)• Lack of marketing studies diagnosing users' needs• Architectural barriers

Opportunities for the WiMBP in Gdansk	Threats
<ul style="list-style-type: none"> • Change of the structure and carriers of the collections • Broadening library offer, introducing new products • Public relations and advertising at the WiMBP in Gdansk • Improving the accessibility of collections and databases (digitisation, the Internet) • Systematic studies and diagnosis of needs • Appropriate revenue increase • Change of personnel mentality 	<ul style="list-style-type: none"> • The decrease in demand for traditional library services. • Finance • Negative selection for the job due to low earnings • The decrease in cultural activity of the local community • Priorities in self-government grants

The operational strategy of the WiMBP in Gdansk for 2012-2020

1. Permanent improvement of the quality of library services to the satisfaction of customers

- 1.1 Adjusting the procedures to the expectations of customers
 - increase in the number of users satisfied with new library products
- 1.2 Launching new services – library products in accordance with customer expectations

2. Increasing readership

- 2.1 Diagnosing the needs of potential users and generating the need to use the book collections of the library
- 2.2 Proposal of a new library offer for future customers, prepared as a result of the survey

3. Preservation and promotion of the Region's culture

- 3.1 Digitisation of regional collections
- 3.2 Presentation of the collections in an electronic version on the website www.wbpg.org.pl in Gdansk and consortium agreement libraries (MBP Słupsk, BPG Wejherowo)
- 3.3 Launching new forms of promotion of the Region
- 3.4 Creation of a comprehensive BPG base in conjunction with poviat libraries in the Region
- 3.5 Creation of a MULTIOPAC Pomorze in order to present their own collections and the resources of local libraries
- 3.6 Conducting publishing activities. Series of Pomeranian Bibliographies
- 3.7 Developing and coordinating the activities in the Pomeranian Network of Regional Information

4. Support in the development of library services in the Region

- 4.1 Creation of a common, comprehensive base of all collections of poviat libraries – MULTIOPAC of Pomerania
- 4.2 Improvement of the skills and professional abilities of librarians of the Pomorskie Voivodeship

5. Optimisation of the network of library establishments in Gdansk

5.1 Lobbying operation

5.2 Preparing the functional and utility programmes for new establishments

6. Building the image of the library as an institution friendly to customers/users by

- a. shaping the desired image, opinions and reputation in the context of institutions
- b. meeting the needs of library users
- c. building brand awareness
- d. specialised training workshops

6.1 Implementing the information strategy – developing a current information system

6.2 Cooperation with the media

6.3 Building, maintaining and promoting good reputation of the company – lobbying campaign among local decision-makers

6.4 Organisation and improvement of internal communication

6.5 Building positive attitudes of employees

6.6 Defining and ‘selling’ values needed by library users

6.7 Care about the identity and image of the library

6.8 Strengthening the cooperation in the scope of common activities of external institutions and organisations

7. The increase in the youth and children’s readership by traditional and new product groups: multimedia services, workshop classes and educational classes, establishment of group activity places for the youngest group of users

7.1 Appointment of the Pomeranian Centre for Children’s Reading

Projects planned for implementation in 2012-2020

PROJECT	COMPLETION INDEX	DATE DUE	PEOPLE RESPONSIBLE	PARTNERS	BUDGET
1.1 Studies of customers' satisfaction	The increase in the number of registered readers, the increase in the number of visits to the library	A survey 2012-2020 – once a year	Instruction and Training Division Division of Municipal Network Organisation Marketing and PR Division	Department of Social Sciences of the University of Gdansk	Proprietary budget of the WiMBP in Gdansk 5,000/year; a total of 45,000
1.2 New services for customers as the result of the survey	The increase in number of new services for users	A survey 2012-2020 – once a year	Division of Municipal Network Organisation	Other Gdansk cultural institutions and educational establishments	Proprietary budget of the WiMBP in Gdansk

<p>3.1 Digitisation of book collections of WiMBP: regional press for the years 1920-2010, old prints and photographs and Documents of Social Life</p>	<p>The number of digitalised materials</p>	<p>2012-2015 Digitisation: Głos Wybrzeża, Dziennik Bałtycki, Wieczór Wybrzeża of the years 1950-1990 The letters 1962-1973</p> <p>2013-2016 Digitisation of old prints: 2013-2016</p> <p>2015-2016 Digitisation regional Documents of Social Life: 2015-2020</p>	<p>Digitisation Laboratory</p>	<p>MKiDN, Polska The Times, PAN Gdansk, MPiMK Wejherowo Wybrzeze Theatre, the Polish Maritime Museum, NCK, Museum of Central Pomerania, AP in Gdansk</p>	<p>Proprietary Budget of the WiMBP in Gdansk and external grants 350,000</p>
<p>3.2 Presentation of the resources on the website www.wbpg.org.pl: bases of BBC, BPG, GBC</p>	<p>The number of records placed at BBC</p>	<p>2012</p>	<p>Regional Department, Digitisation Study, Section of Bibliography of Gdansk Pomerania</p>	<p>MBP Słupsk and other poviat libraries of the Pomoerskie Voivodeship</p>	<p>Proprietary budget of the WiMBP in Gdansk, external grants; 220,000 in total</p>

<p>3.6 Pomeranian Bibliographies</p>	<p>Edition: 500 copies for each publication</p>	<p>2012-2020</p>	<p>Regional Division Section of Pomeranian Bibliography</p>	<p>Kashubian-Pomeranian Association</p>	<p>Proprietary budget of the WiMBP in Gdansk; 20,000 per year</p>
<p>4.2 Training for librarians of the Pomorskie Voivodeship</p>	<p>Number of trained librarians</p> <p>Number of training modules</p>	<p>2012-2020 Study of training needs once a year</p> <p>2012-2020 Training workshops in accordance with the needs diagnosed</p> <p>2012-2010 Computer workshops, including the operation of Patron and Libra library software, in accordance with the needs reported by libraries</p> <p>2012-2020 Workshops preparing for the introduction of the new offer</p> <p>2012-2020 Workshops</p>	<p>Instructions and Training Department, System Librarian, Development Department</p>	<p>Poviat libraries of Pomorskie Voivodeship</p>	<p>Proprietary budget of the WiMBP in Gdansk</p>

		preparing personnel to shape the desired image of the library			
5.2 Optimisation of library network in Gdansk	Number of completed investments in the years 2012-2020	2012 The new headquarters for the Subsidiary No. 41 at the seat of the LAZNIA Centre for Contemporary Art in Nowy Port	Administration division of the WiMBP in Gdansk, Public Procurement Specialist, Division of Municipal Network Organisation	LAZNIA Centre for Contemporary Art, Department of Planning, Architecture and Protection of Historic Monuments of Gdansk City Hall, Financial Department of Gdansk City Hall	Proprietary budget of WiMBP in Gdansk, the grant of City Hall; 500,000
		2014 Modern Library and Culture Centre Gdańsk-Południe	Administration Department, Specialist for Public Procurement, Department of Municipal Network Organisation	Housing Society Gdańsk – Południe, Department of Planning, Architecture and Protection of Historic Monuments of Gdansk City Hall,	Proprietary budget of WiMBP in Gdansk, the investment grant from Gdansk City Hall; 2.5 million
		2014-2020 Library and Culture Centre Przymorze	Administration Division, Public Procurement Specialist, Division of Municipal Network Organisation	Department of Planning, Architecture and Protection of Historic Monuments of Gdansk City Hall, Financial Department of Gdansk City Hall	Proprietary budget of WiMBP in Gdansk, the investment grant from Gdansk City Hall; 1.5 million

		2016-2017 Osowa Library	Administration Division, Public Procurement Specialist, Division of Municipal Network Organisation	Department of Planning, Architecture and Protection of Historic Monuments of Gdansk City Hall, Financial Department of Gdansk City Hall	Proprietary budget of WiMBP in Gdansk, the investment grant from Gdansk City Hall; 3 million
		2014-2020 Morena Library	Administration Department, Specialist for Public Procurement, Department of Municipal Network Organisation	Morena Housing Society	Proprietary budget of WiMBP in Gdansk, the investment grant from Gdansk City Hall; 1 million
		2016-2017 Ujeścisko-Jasień Library	Administration Department, Specialist for Public Procurement, Department of Municipal Network Organisation	Department Planning, Architecture and Protection of Historic Monuments of Gdansk City Hall, Financial Department of Gdansk City Hall	Proprietary budget of WiMBP in Gdansk, the investment grant from Gdansk City Hall; 3.5 million

<p>6.1 Establishment and operation of press centre</p>	<p>Number of produced press materials, number of registered users, number of media communications, number of organised conferences</p>	<p>2012-2020</p>	<p>Marketing Division and PR</p>	<p>Municipal Network Organisation Division</p>	<p>Proprietary budget of WiMBP in Gdansk, 2,000/year; total 20,000</p>
<p>6.2 Events promoting libraries and readership</p>	<p>Number of actions; examination of the level of satisfaction of participants and co-organisers</p>	<p>2012-2020 2012 - World Day of Children's Book, Book Stop, On the Way with Books, BFK</p>	<p>Marketing Division and PR, Municipal Network Organisation Division</p>	<p>Pomorska TV, SKM Tri-city</p>	<p>Proprietary budget of WiMBP in Gdansk, targeted subsidies, budgets of self-governmental libraries, 15,000/year; Total 150,000</p>
<p>6.2 Promotion of books and literature</p>	<p>Number of meetings held</p>	<p>2012-2020</p>	<p>Promotion Section of Pomeranian Literature, Gdansk Subsidiary, Marketing and PR Department, Department of Municipal Network Organisation</p> <p>Instruction and Training Department Department of Literature Promotion</p>	<p>Advertising Agency</p>	<p>Proprietary budget of WiMBP in Gdansk, 10,000/year; total 100,000</p>

<p>6.5 Organisation of incentive events</p>	<p>Survey of expectations, number of organised events, number of people participating in the events</p>	<p>2012-2020</p>	<p>Marketing and PR Department</p>	<p>Gazeta Wyborcza, Dziennik Bałtycki, TVP 3, Pomorska TV</p>	<p>Proprietary budget of WiMBP in Gdansk, 10,000/year; total 90,000</p>
<p>6.8 Building positive PR of WiMBP in Gdansk</p>	<p>Number of events, advertising spots and presentations promoting WiMBP in Gdansk, Number of media communications, number of proprietary publications</p>	<p>2012-2015 The design and production of logo types for specialised library establishments: Gdansk Subsidiary, Reading Centre for the Sick and the Disabled, Reading Room of Seniors, Scientific Reading Rooms, Pomeranian Centre of Children's Readership</p>	<p>Marketing and PR Department, Department of Municipal Network Organisation</p>		<p>Proprietary budget of WiMBP in Gdansk, 1500/year; total 60,000</p>
		<p>2012-2020 Outdoor advertising in the service of WiMBP</p>			<p>Proprietary budget of WiMBP in Gdansk, 50,000/year; total 450,000</p>
		<p>2012-2020</p>	<p>Marketing and PR Department</p>		<p>Proprietary budget of WiMBP in</p>

		Campaigns that promote library and readership			Gdansk, 10,000/year; total 90,000
		2012-2020	Marketing and PR Department		Proprietary budget of WiMBP in Gdansk, 20,000/year; total 180,000
		Advertising in the form of clothing gadgets and advertising accessories			
		2012-2020	Marketing and PR Department		Proprietary budget of WiMBP in Gdansk, external resources, public libraries of Pomorskie Voivodeship,
		Meeting with a book and Pomeranian literature			
			Marketing and PR Department, Department of Municipal Network Organisation, Instruction and Training Department, Department of Literature Promotion		25,000 /year; total 225,000

<p>7.1</p> <p>Construction of the Pomeranian Centre of Children's Reading</p>	<p>The increase in the number of child readers at WiMBP in Gdansk, new services for the youngest users, a number of educational workshops for children aged 6-15</p>	<p>2012-2013</p> <p>2012 Architectural design Announcing the contest</p> <p>2012-2013 Realisation of investment</p>	<p>Department of Municipal Network Organisation, Specialist for Public Procurement, Administration Department</p>	<p>The Marshal's Office of Pomorskie Voivodeship</p>	<p>Proprietary budget of WiMBP in Gdansk, additional investment resources from the Marshal's Office from WPI, 1.5 million</p>
<p>8.3</p> <p>Full automation of work at WiMBP in Gdansk</p>	<p>Number of library establishments with full base of collections, number of cards for computer access, number of offices with free Internet access, number of young readers benefiting from the new product, numbers of computer equipment replaced</p>	<p>2013</p> <p>Molik – Catalogue system for children</p> <p>2012-2020 Reconstruction of computer facilities for the subsidiary</p>	<p>System Librarian, Administration Department</p> <p>Administration Department WiMBP</p>	<p>MOL</p>	<p>Proprietary budget of WiMBP in Gdansk,</p> <p>60,000</p> <p>Proprietary budget of the WiMBP in Gdansk, 400,000</p>

Analysis of project plans of WiMBP in Gdansk for 2012-2020

The most important project to be carried out in the years 2012-2020 is the optimisation of the library network in the city of Gdansk. Other projects are the natural process of the development of the institution, the response to the signals of our partners in the Pomeranian market of culture, and apart from securing the budgetary means for the implementation, they only require the systematisation, setting of priorities and evaluation in the implementation phase. An important project of the comprehensive automation of the library processes will be carried out by the introduction of the new version of the software Patron 3i at the beginning of 2011 and will be completed in the quarter of 2012. This will strongly improve our position in the market of culture, especially that with the introduction of a new library card we launched – the product called: *Participation in Culture* as a response to the demands of customers and joint promotion of cultural services together with other cultural institutions in Gdansk. The projects related to obtaining additional means in order to carry out new investments include a range of actions in organisational units and they should be linked to general assumptions and plans of extension of the city of Gdansk, as well as the investments in the area of culture of the Marshal's Office of the Pomorskie Voivodeship.

From the point of view of WiMBP in Gdansk the investments in the infrastructure are necessary and decide on the functioning of the institution as a unit that is modern, creative and able to meet the expectations of the customer – the recipient of the library services. Our subsidiary facilities in the area of Gdansk do not always correspond with the ones preferred by the user. Most subsidiaries have not changed their appearance and nature over 20 years, and this is our weak point, but also WiMBP has little influence in the infrastructure of the library network. Our subsidiaries are located in the premises adapted for the needs of the library of not large volume, where the modernisation of library services is simply excluded, and investing in the premises, which are not our property, can be perceived as mismanagement of the public funds. The size and location of subsidiaries also leaves much to be desired. 'Old' (in the sense of location) districts have not changed their social and age structure, whereas the newly created ones do not have local infrastructure, which would allow the placement of a new modern library. It happens very rarely (as in the case of Housing Society Gdańsk-Południe) where in designing other residential houses, the management of the Society also thinks that future residents should have access to basic cultural goods, and the library is just such the first level in the process of shaping the future participation in culture.

Establishment of new, spacious, library facilities designed in accordance with the ten principles of Harry Faulkner-Brown will allow us to completely restructure the library offer. The library in a local environment will not only be a lending library with a small reading corner (in case of district and residential-area libraries), but also the place with an interesting cultural offer for each age group, and the most important apart from home and work, 'third place' in the life of a contemporary citizen and user. A large city library will diversify the

library activities from the modern city multimedia centre, through a book and press offer regardless of the medium to the culture creation and trend-positive place of meeting with literature and its creators. We would like to destroy the stereotype of a small, traditional library in order to have real ability to respond to the expectations of our users and rapidly changing cultural reality, social and age structure of readers and signals from potential creators of library offer. We must also bear in mind that our position in the Region has a huge impact on the development and remodelling of the local libraries. Therefore the idea was brought to life in our seat at 5/6 Targ Rakowy Pomeranian Centre for Children's Readership. We assume that this place should become the centre for creation of work with the youngest readers; here the concepts of educational classes for the youngest participants of cultural projects should be created as well. The book collection of the Centre and the interiors are specially prepared for young readers, the library personnel, workshop employees, and are the exemplary model for the new and even the smallest facilities of the type in the local area. Here we would also like to carry out interesting projects for the group of children aged 3 to 15 in cooperation with libraries and other cultural establishments of the whole province. Among the proposals for the future we have the establishment of the Pro Libro Legendo awards for the best book for children, annual Festive Day – Children's Book Day, preparation of the sub-website addressed to children with a newsletter and calendar of events, Digital Library for Children and as in Great Britain and Scandinavia the action: *A good start book* together with the invitation to a library.

It is worth mentioning that specification of our strategic objectives and creation of a new standard public library has been induced by the cooperation with the Foundation of the Information Society Development and the participation of the representatives of the WiMBP in Gdansk in the workshop under the name: ***Libraries in Knowledge Society – Strategies for the Future***. The workshops were held in Warsaw, Krakow, Poznan, and in Norway: Buskerud, Akershus, Vestfold. The Voivodeship Public Libraries are active cultural institutions, important for the whole library system in Poland. They have adequate technical infrastructure, favourable to the promotion of the information society. An extremely strong side of the libraries is also well-educated personnel, experienced librarians. But there is strong need among them to increase the organisational potential of the libraries, the development of the skills in the development of the strategy and building international cooperation. The project 'Libraries in a Knowledge Society – Strategies for the Future' has been carried out with the support granted by Iceland, Liechtenstein and Norway from the resources of the Financial Mechanism of the European Economic Zone and of the Financial Mechanism within the Fund of Cultural Exchange.

Will we be able to achieve the ambitious plans to create Library Centres in Morena, in Gdańsk-Południe, in Przymorze or Ujeścisko-Jasień? This will depend on the trust of the local government authorities in our institution as a brand LIBRARY and certainly on the local support for our objectives.