

GRAND RIVER SPIRITUAL AND EDUCATIONAL RESOURCES AUDIO VISUAL EDUCATIONAL LIBRARY ONTARIO (AVEL)

This report summarizes program activity and bookings of United Church audio-visual resources for the year 2009 through the AVEL Ontario outlet, located at Five Oaks Education and Retreat Centre.

In 2008, 21 new titles were purchased and deposited by AVEL Ontario and 4 new titles were deposited by the United Church. For further information about new titles, visit our website www.avelgrandriver.com.

AVEL bookings remained steady in 2009: Bay of Quinte 349, Hamilton 599, London 420, Toronto 461, Manitou 142, Non-United Church Members 89, Non-Members 93, Five Oaks 143, Francis Sandy Centre 24, All Native Circle 7.

Challenges faced by AVEL Ontario:

- *Impact of DVD and internet video streaming technology* - Many churches still request and use VHS format for their programming and some titles in the collection are considered 'classic'. Requests for DVD format have increased and to meet the demand AVEL Outlets have been working with Kate Rodd, multimedia expert with The United Church of Canada to convert most UCC produced programs into DVD format. This work continues and a positive impact on bookings has already been seen.
- *United Church Amalgamation and Closing* - The number of AVEL members will decline as churches amalgamate or close. Bookings always increase when clergy or laity are educated about and are aware of the vast wealth of resources available through AVEL. Borrowing from your AVEL outlet should be considered a 'green' alternative to purchasing resources. AVEL users are a connected community of life-long learners.
- *Booking Figures* - Traditional ways of tracking bookings present an unreliable view of usage. A booking is entered once into the data base, but the actual usage is often higher than a single use would indicate. For example, a congregation in your Conference borrows a DVD and uses the program to enhance their congregational annual meeting where attendance might be eighty viewers. A member of the congregation then 'borrows' the DVD to show the Men's Group and attracts nine additional viewers. Another user takes the DVD home to watch with her family. She then uses the program with a 12-member UCW group. By the time the return date rolls around, the DVD has been used four times, viewed by many but recorded as one booking.
- *DVD Format* - DVD format means less packaging and weight when shipping, but also means up to ten programs on one disk. The disk can be unavailable to others to borrow for up to ten weeks, resulting in a record of one use. In previous

VHS format, a ten series program would be recorded on ten separate VHS tapes, and could be booked in a staggered fashion, serving several users and resulting in one hundred recorded uses. Many programs are purchased with a license with limited the number of uses per year. For example, *Living the Questions 2.0* is available to four congregations per copy each year.

Directors and Officers for 2009 include: Stephen Mabee Toronto Conference, President; Will Kunder Manitou Conference, Secretary; Randy MacKenzie Erie Presbytery, Interim Treasurer; Gail Rohodey Five Oaks; Glen Wright, London Conference; Fred Monteith, Hamilton Conference; Myra McWilliams, Bay of Quinte Conference; Norma Cronkwright Member-at-Large. Our staff includes: Jackie Childerhose, Manager/AVEL Consultant and Kathy Haley. In 2010 our meetings will be held at Five Oaks Centre: April 26 – Board of Directors; October 5 – Board of Directors; November 8 – Annual General Membership Meeting.

We are proud of the atmosphere at AVEL and the bookstore and continue to receive positive feedback from our AVEL users, customers and guests at Five Oaks. Financial statements for the bookstore/resource centre will be available soon.