

# Okotoks Public Library



## Plan of Service

2007-2011

## Introduction

The purpose of this 5 year plan is to fulfill our mandate as a public library, and to produce a dynamic document that allows us to focus on and prioritize the needs of our community.

Okotoks is a fast growing community of some 16500 residents. A high percentage of the population has at least some post-secondary education, and the median income for the Town is above the provincial average. There is also a growing French population.

- ✓ 37% of the population is between the ages of 35 - 44.
- ✓ 72% of the population is over 15.
- ✓ 8% is below 4 years old.
- ✓ 20% is between the ages of 5 -14.

The Library serves the Town of Okotoks and the surrounding M.D. of Foothills.

Our Plan of service is based on input from:

- ✓ Library patrons
- ✓ The non-library users of our community
- ✓ The Okotoks Library board
- ✓ Staff
- ✓ Other stakeholders in the community
- ✓ Identified economical and social trends and needs of the community.

## Statement of approval

### **October 12<sup>th</sup> 2006 Board Meeting**

Plan of Service Motion: Pat Singer and Mary Jane Pfeifer that the Plan of Service document be accepted as amended.

# Vision, Mission, Values and Goals

## **Vision Statement**

*Heart of the community...key to the world.*

## **Mission Statement**

The mission of the Okotoks Public Library is to serve our growing community by providing and promoting access to the world of knowledge, entertainment and enrichment in a welcoming, safe, and user friendly environment.

## **Values**

The Library Board and staff are committed to:

- ✓ Promoting literacy
- ✓ Respecting all individuals
- ✓ Nourishing creativity
- ✓ Responding to community needs
- ✓ Defending intellectual freedom
- ✓ Encouraging accountability

## **Goals**

### **1. Partnership, advocacy and marketing**

To promote the library's mission, goals, services and activities to all appropriate audiences through the media, programming and partnership building.

### **2. Facility management**

Okotoks Public Library operates on the premise that the well maintained building and up-to-date equipment in our facility is representational of our commitment to the principles of excellence in library service.

### **3. Resources**

Maintain commitment to the principle of our Resource Management Plan through continuous evaluation and revision of this plan in order to meet new needs and challenges as they arise. Staffing, technology and collections are our resources.

### **4. Services**

The library will continue to provide, improve and evaluate its services.

## **PARTNERSHIP, ADVOCACY AND MARKETING**

**To promote the library's mission, goals, services and activities to all appropriate audiences through the media, programming and partnership building.**

### **Goal 1: Develop effective community partnerships.**

	<b>Objective</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Forge partnerships to enhance library services.	Board	2007-2011
B.	Liaise with local school divisions to foster Board to Board connection.	Board	2007
C.	Liaise with the Highwood Business Development Centre Board to promote the library's resources.	Board	2007
D.	Liaise with the Calgary Health Region to promote the library's resources and services.	Board	2007-2011
E.	Investigate other community groups for mutually beneficial opportunities.	Board/Staff	2007-2011

### **Goal 2: Discover new, exciting avenues for marketing and promotion while maintaining the existing channels.**

	<b>Objective</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Establish an annual open house event.	Board/Staff	2007
B.	Maintain and augment the library's website to increase access to information and improve marketing channels.	Staff/Board	2007-2011
C.	Increase local municipal signage to the library.	Director	2007
D.	Develop a communication plan.	Board/Staff	2007-2008
E.	Implement communication plan.	Board/Staff	2008-2011
F.	Submit a regular column to the local newspaper to promote new materials and programs, and to provide information about the library.	Staff	2007-2011

**Goal 3: Invest in dynamic advocacy.**

	<b>Objective</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Take initiative to raise community awareness and support for the library.	Board (individual trustees)	2007-2011
B.	Monitor legislation and interrelate with elected officials.	Board (individual trustees)	2007-2011
C.	Represent library to all other organizations, businesses and government.	Board/Staff	2007-2011
D.	Demonstrate responsiveness to the needs of the community.	Board/Staff	2007-2011
E.	Participate in community programs and festivals thus showing community spirit and awareness.	Board/Staff	2007-2011
F.	Lobby the Government of Alberta for an increase in provincial funding for libraries.	Board/Director	2007-2011

**Goal 4: Support and initiate fundraising endeavours, and proactively approach organizations for extra funding and grants.**

	<b>Objective</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Investigate sponsorship opportunities.	Board	2007-2011
B.	Develop and support a broader mandate for the "Friends of the Library" association.	Board/Staff	2007
C.	Take action to initiate grant applications.	Board/Director	2007-2011

**FACILITY MANAGEMENT**

**Okotoks Public Library operates on the premise that the well maintained building and up-to-date equipment in our facility is representational of our commitment to the principles of excellence in library service.**

**Goal 1: Improve interior/exterior safety and security.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Develop a disaster response plan.	Board/Staff	2007
B.	Improve interior security system.	Director	2007
C.	Invest in training and provision of a training manual on existing security system.	Staff	2007-2008 (manual) 2007-2011
D.	Maintain and evaluate grounds security and safety.	Director/Staff	2007-2011
E.	Liaise with the RCMP and the Library's security company to monitor and prevent vandalism situation.	Director/Staff	2007-2011

**Goal 2: Administer effective facility maintenance and management.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Maintain best management practices. Evaluate regularly.	Director/Staff	2007-2011
B.	Liaise with the Town of Okotoks to improve and regulate necessary facility maintenance.	Director	2007-2011

**Goal 3: Improve directional and informational signage within the community.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Increase local municipal directional signage to the Library.	Director	2007
B.	Increase out of town directional and informational signage to the Library.	Board	2007

**RESOURCES**

**Maintain commitment to the principle of our Resource Management Plan through continuous evaluation and revision of this plan in order to meet new needs and challenges as they arise.**

**Staffing**

**Goal 1: Provide continuous education and training opportunities to the staff in order to enhance customer servicing ethics and promote a positive work environment.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Develop and utilize staff strengths and interests to design effective innovative programs.	Director	2007-2011
B.	Develop and consistently review Board policy towards post secondary library education for staff. Policy Committee will look into funding post secondary education for staff.	Board	2007-2011
C.	Proceed to research and provide every opportunity for staff to attend applicable continuing education workshops.	Director	2007-2011
D.	Design staff training programs in the areas of orientation for new staff, public service, use of technology and social issues.	Director/Staff	2007-2011

## Technology

**Goal 2: Constantly evaluate the needs for, and use of, technology in order to provide the best possible service.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Investigate ways to provide secure audio devices (i.e. listening stations) for patrons to sample audio material.	Director/Staff	2007
B.	Subscribe to technology publications for staff to ensure awareness and knowledge of emerging trends.	Staff	2007-2011
C.	Diligent maintenance of an interactive website.	Staff/Board	2007-2011
D.	Research information on the need for, and use of, assistive technologies to augment customer servicing mandate.	Director/Staff	2008

## Collections

**Goal 3: Ensure that individual collections remain current and relevant through continuous adherence to, and assessment of the Collection Management Plan.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Explore additional avenues of availability for desirable material in all formats.	Staff	2007-2011
B.	Demonstrate assiduous support for the policies, procedures and mandate of our Collection Management Plan as approved by the Marigold Library System.	Director/Staff/Board	2007-2011
C.	Support and promote the resource sharing directive of the TRAC consortium.	Director/Staff/Board	2007-2011
D.	Remain responsive to patron requests for material where financially possible.	Director/Staff	2007-2011

**SERVICES**

**The library will continue to provide, improve and evaluate its services.**

**Goal 1: Improve community access to services.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Investigate feasibility of a satellite site or mobile library.	Board/Director	2007-2008
B.	Implement the result of the above objective.	Director	2009-1011
C.	Work towards eventual elimination of membership fees through gradual reduction. Determine ways to replace lost revenues via alternate sources.	Board/Director	2007-2011
D.	Research extra avenues of outreach to the homebound.	Director/Staff	2007-2011

**Goal 2: Enhance programming portfolio to a broad audience of all age groups.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Examine staffing resources and training needs for the provision of extended programming.	Director	2007
B.	Assess the community's demographics and emerging trends.	Board/Director	2007
C.	Maintain collaboration and liaison with other program providers in the Town of Okotoks.	Director/Staff	2007-2011
D.	Develop and implement viable programming.	Staff	2008-2011

**Goal 3: Investigate feasibility of video-conferencing and other media based services.**

	<b>Objectives</b>	<b>Responsibility Area</b>	<b>Timeline</b>
A.	Determine technical requirements and funding opportunities.	Director	2007
B.	Investigate potential of offering video-conferencing and other media based services at the library.	Board/Staff	2008
C.	Develop prototype applications for library programs, training, and general community use.	Director/Staff	2008-2009
D.	Offer video-conferencing through library partnered programs and community facility bookings.	Staff	2008-2011