


Town of Okotoks Library Board



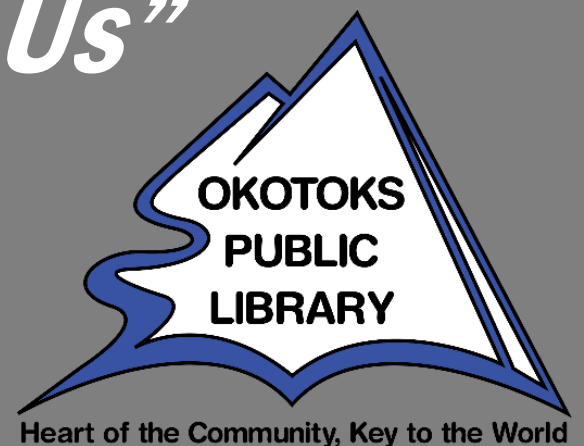
“Come Grow with Us”

PLAN OF SERVICE: 2020 - 2025

 403-938-2220

 okotokslibrary.ca

 #7 Riverside Drive West, Okotoks



“Come Grow with Us”

Plan of Service: 2020 – 2025

The Town of Okotoks Library Board approved the following vision, mission, values and goals for a five-year period (2020 – 2025) at their January 9, 2020 regular meeting. The timeframe was chosen to encompass the future expansion of the Okotoks Public Library in a new location as part of phase 1 of the Town of Okotoks’ Arts and Learning Campus. It is anticipated that we will move into our new facility in April 2021.

Throughout 2019 the Library Board and Staff consulted with patrons, local residents, and community stakeholders using the following methods:

- Online and In-house survey
- Social Media engagement questions
- Visioning presentations to service and community groups
- Advocacy booths at community events

We also consulted several strategic plans from organizations around the Town of Okotoks and Foothills County. These included:

- *Okotoks Arts and Learning Campus Validation Report*, November 2019
- *Foothills Children’s Wellness Network – Community Report 2018*
- *Growing Together: A Culture, Heritage & Arts Master Plan for Okotoks*, Fall 2018
- *Town of Okotoks Public Participation Strategy: Summary of Community Engagement*, December 2017
- *Town of Okotoks Social Wellness Framework*, December 2013

Based on these compiled materials - which included 162 completed surveys, over 500 personal comments and suggestions, a review of demographic data and an examination of trends in public library service - we found common themes and sorted them into the top five service responses as outlined in Sandra Nelson’s *Strategic Planning for Results* (Chicago: American Library Association, 2008). These will be our service area priorities for the next few years. After a thorough review, the library board retained our vision statement and updated our mission and values.

Vision:

Heart of the Community, Key to the World

Mission:

We provide opportunities that enrich, inspire and empower individuals.

Values:

The Okotoks Public Library supports the following principles which enable us to provide equitable public library service:

Excellent Service

We strive to meet and surpass library users' expectations by showing them how important they are to us with friendly, helpful and positive interactions.

Inclusion

We are a welcoming space and a place that reflects the diversity of the Okotoks community.

Innovation & Technology

We embrace change and view new technology as opportunities to encourage creativity, experimentation and the generation of new ideas.

Intellectual Freedom

We support open and unrestricted access to information and protect individual rights to privacy and choice without fear of censorship or discrimination.

Lifelong Learning

We encourage and support library users' ongoing, voluntary, and self-motivated pursuit of knowledge through our collection materials and programming.

Service Area Priorities

Create Young Readers: Early Literacy

Children from birth to 5 will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

Objectives

1. We offer engaging programming and services for children and caregivers to develop a love of reading.
2. We provide staff with training in early childhood development and program implementation.
3. We enhance our preschool collection and resources to support and influence the creation of young readers in the home environment.

Performance Indicators

- Provide programming options for children ages 0 to 24 months, and their caregivers
- Participation by all staff each year in at least 1 professional development session
- Further develop our collection of children & juvenile “Lucky Day” materials

Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Objectives

1. We maintain a space that is accessible both physically and mentally.
2. We bring library services into the community to serve those who are unable to visit our facility.
3. We provide space for people to meet.

Performance indicators

- Provide staff training on mental and physical health awareness
- Promote our Curbside Pick-Up; Monthly Senior Home(s) visits and other outreach opportunities
- Increase the number of visitors to our facility year over year
- Add live chat feature to our website

Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Objectives

1. Our Adult programs respond to community needs and emerging trends.
2. We foster the joy of discovery in library users.
3. Our technology offerings respond to community demand and emerging trends.

Performance Indicators

- Provide uncensored access to all forms and sources of knowledge
- Nurture engaged patrons who will volunteer their time to share ideas with others
- Develop signage, displays and technologies that encourage browsing our collection
- Respond in a timely manner to requests for materials

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them, and will have the help they need to make choices from among the options.

Objectives

1. Our patrons are equipped with the information to make decisions for themselves, their families, and their communities.
2. We increase collection offerings to ensure the community has timely access to materials that meet their needs and interests.
3. We offer programming and services that support library users' creative endeavours.

Performance Indicators

- Expansion of specialized collections and use of these collections in library programming
- Provide staff training on how to use the specialized collections
- Integrate new technologies into loan collection, programming and other services

Know Your Community: Community Resources and Services

Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.

Objectives

1. We rebrand the library to better reflect today's Okotoks.
2. We connect patrons with each other and local resources, so they feel engaged in the community.

Performance Indicators

- Expand partnerships with community organizations and residents to showcase their talents and services
- Host "Meet and Greet" parties for new library members

Note from the Board Chair

The primary goal of creating a Plan of Service is to identify and respond to the needs of the community the library serves. The resulting document is then the measuring stick for our plans going forward.

Many thanks go out to Library patrons and the general public for their input as well as the Town of Okotoks Library Board, the Director and her Management Team, and the Staff of our library for all their assistance in collecting and editing the information we received in the preparation of our 2020-2025 Plan of Service. The Okotoks Public Library remains committed to continuing to provide excellent service in a welcoming and inclusive environment, which supports the community and encourages endless curiosity and lifelong learning.

We continually strive to make our Library the "Heart of our Community" and "Key to the World".

Mike Broemeling



I just wanted to say
how much we appreciate
the efforts you are making
with youth programming.
My kids have been to slime
time, guinness records and
the Nerf war and have
loved every program! We
are so fortunate to have
such a great library with
creative and invested staff.
Thanks for helping to make
Okotoks a great place to
grow up!

NOTE RECEIVED FROM PATRON, SUMMER 2019