

Strategic Plan

2015 – 2019

Edson Public Library

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Library Values:

Open & free access for all and excellent public service

Intellectual freedom with personal privacy

Literacy and learning showing initiative, creativity, flexibility

Partnering with local agencies and organizations to enhance programming and Archival services

Efficient stewardship of finances

Mission Statement or Tagline:

The library responds to the changing needs of the community. It provides access to information, knowledge, resources & technology.

Goals, Objectives, Measures and Sample Activities:

Goal 1: Parents and caregivers will have the programs, materials, and support they need to help their children enter school ready to read and write

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|---|--|--|
| 1 | End of 2011 | Users trained in early literacy techniques using LAPS (Literacy and Parenting Skills) | 10 parents | Programme completed |
| 2 | End of 2019 | Attendance at early literacy program sessions | 5% increase, increase in new materials and improved programs | Run programs including Rhyme Time, Dads and Tots Create a Lot, and Storytime; maintain updated website and Facebook pages to attract families to programs and introduce services like Tumblebook, Tumblebook Jr. |
| 3 | End of 2019 | Users express satisfaction with the programs they and their children attended | 90% of parents/caregivers ¹ | Program surveys to be implemented on an annual basis |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

¹ We have never directly surveyed users of our programs but will begin the practise in 2015

Goal 2: Residents and visitors will have the resources and skills they need to understand local history and their own family histories.

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|--|---------------------------------|---|
| 1 | End of 2011 | Slide show of Edson history | 2 shows | Develop 2 history shows and run them on large screen TV in the Lobby, completed |
| 2 | End of 2013 | Researchers using the Archives | 6% increase in users (49 to 52) | Develop the Archives collections and promote the service on our website and local newspapers, no longer relevant |
| 3 | End of 2014 | Users express satisfaction with the training, resources, and service | 90% of researchers | Run scheduled genealogy courses with introduction to internet research and historical database training, attempts were made. Museum will take over project. |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Goal 3: Adults and teens will find the support they need to improve their literacy skills to reach personal goals.

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|---|---|--|
| 1 | 2015 ongoing | Users trained by a literacy tutor | 10 individuals | Provide space for learner-tutor pairs, partner with local businesses that support literacy to develop and maintain a quiet study room with computer and internet for English Language Learners |
| 2 | End of 2019 | Users express satisfaction with literacy learning opportunities | 85% of learners | Survey to be completed, summer reading activities, school tours |
| 3 | End of 2019 | Increased circulation of literacy enhancing titles aimed at the teen and adult reader | Ongoing increases will be dependent on collection and marketing | Improve the collection of adult literacy books and non-print items, promote the collection to potential learners, agencies, and schools |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Goal 4: Residents will find the Library through the webpage and Facebook. The library will offer welcoming, safe, and comfortable places for reading and interacting with others.

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|---|----------------------------------|--|
| 1 | End of 2019 | Library to have hosted a travelling exhibit of art in the Lobby | One show lasting 3-4 weeks | Host a program from the Art Gallery of Alberta or other art show with an opening night event – invitees to include high school art teachers; invite art students for class visit. Completed and ongoing. |
| 2 | End of 2019 | Increased usage of the Community Use Room by groups outside the Library | 2% increase in annual bookings | Promote the availability of the room, ongoing |
| 3 | End of 2019 | Attendance at Games Night | 10 children and adults per month | Run Games Night on a weekly basis through Spring and Fall in conjunction with movies |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Goal 5: At the Library, students will find the support and resources they need to do well at school

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|---|---------------------------------------|---|
| 1 | End of 2019 | Attendance at Reading Buddies | 14 or 15 pairs of students | Paired reading; Staff to help with reading goals and craft projects, ongoing |
| 2 | End of 2019 | Movie night | Variable | In conjunction with popular written titles, possibly in conjunction with youth club |
| 3 | End of 2019 | Play station 4 with games and Board games | New programs and needs more marketing | Survey on youth participation |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Goal 6: Lifelong learning opportunities and materials will be made available so residents can explore topics of personal interest

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|---|-------------------------------|---|
| 1 | End of 2019 | Circulation of non-fiction items | 5% increase overall | Displays of non-fiction items following themes; promote non-print formats; suggest non-fiction to Book Clubs |
| 2 | 2015 to 2019 | Library to host science exhibits | 3 exhibits | Host Science-in-a-Crate displays from Science Alberta; EDUkits from Royal Alberta Museum; Travelling Exhibitions from Canadian Nature Museum, completed and ongoing |
| 3 | End of 2019 | Attendance at presentations on items of local interest and arm chair travelling | 10 people attend each session | Mountain Pine Beetle talk, regional economic development presentation, completed, ongoing |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Goal 7: Residents and visitors will be able to use our computers and internet without undue restrictions or fees

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|--|--|--|
| 1 | End of 2019 | Users will express satisfaction with the service | 80% of users | Survey, ongoing |
| 2 | End of 2019 | Frequency with which users must wait for computers | Very low, almost non-existent | Currently little to no waiting |
| 3 | End of 2019 | Addition of software to public computers | New programs | Office Suite and Deep Freeze, ongoing program improvements |
| 4 | End of 2019 | Number of laptops | Increase when demand requires or when upgrading needed | Seek donations of gently used laptops from local businesses, completed and ongoing |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Goal 8: Residents will have resources and programs that promote appreciation and understanding of others in our multi-cultural community

| Objective: | Time: | Measure: | Number: | Activities: |
|-------------------|--------------|--|---------------------------------|--|
| 1 | 2019 | New books and non-print items in the collection, digital materials available | As available when space permits | Purchase and promote resources on various religions and cultures |
| 2 | 2019 | Cultural diversity local news page on our website | 1 page | Develop the page then count viewers |
| 3 | 2012 | Visitors to a multi-cultural event, international movie night | 15 people | Display of fabrics, calendar of celebrations, etc. from other countries; offer snacks from various countries |

Timeline: 2015-2019

Responsibility: Head Librarian and Staff

Appendix

Goals 1, 3 & 5 - Organizational Competencies:

Potential Partners:

- Literacy Program
- Edson and District Learning Society
- Friendship Centre
- Senior's community

Policy Implications:

- Agencies may have special requirements of presenters, such as criminal record check and child safety check

Critical Resources:

Staff

- Specially trained, good teachers who are knowledgeable about materials
- Able to maintain website and establish partnerships with other agencies

Collections

- Adequate board books, book/media kits, picture books, etc.
- E-books for children & educational software are available

Facilities

- Dedicated programming area with children's furniture and computer

Organizational Issues:

Partnerships:

- Criteria to evaluate existing or potential partners will be undertaken on an ad hoc basis

Policy:

- Library is looking at the feasibility of outreach services

Collections:

- The collection of literacy learning materials should be expanded further; the collection is being upgraded and increased.

Initiatives:

1. The Library will seek and maintain relationships with organizations that allow the Library to enhance service delivery to its customers
 - The Library is continually identifying partners and the obligations that the Library has as a result of those partnerships.
2. The Library will review and update its policy manual
 - By the end of 2015 a policy regarding library staff and outreach services will be developed
3. The Library will expand and promote its literacy learning collections
 - By the end of 2019, we will have increased the size of our teen and adult literacy learning collection where space permits
 - By the end of 2019, we will continually promote our resources to potential learners and advising community partners of our holdings

Goal 2 - Organizational Competencies:

Potential Partners:

- Libraries, archives and museums in the region
- Town of Edson
- Clubs and organizations
- Friends of the Edson Public Library
- Local businesses

Critical Resources:

- Staff who are well trained and knowledgeable about existing resources
- Staff who can teach people in groups or one-on-one settings and are familiar with school curricula

Collections:

- Digital, non-fiction, fiction, audio visual

Organizational Issues:

Facilities:

- Increase space for current and future collections, as well as computer lab, programming and business space.

Collections:

- Renew and increase all collections

Fundraising:

- Library does not have an over-all fund-raising plan

Initiatives:

1. The Library will develop a fundraising plan
 - By the end of 2019 we will develop a comprehensive fund-raising plan to assist us in reaching service goals of our strategic plan

Goal 4, 6 & 8 - Organizational Competencies:

Facilities:

- Library has comfortable chairs and couches throughout the building, a great gallery space in the Lobby, and an upgraded Community Use Room

Potential Partners:

- Edson Creative Arts Society and Edson Craft Centre
- Arts Centre for Edson Society
- Alberta Sustainable Resources
- Museums
- Edson and District Community Learning Society
- Friends of the Edson Public Library
- Grant funding agencies

Organizational Issues:**Collections:**

- Non-fiction collection must be updated and expanded

Initiatives:

1. The Library will update and expand the non-fiction collection in all formats

Goal 7 – Organizational Competencies:**Facilities:**

- The Library has 9 desktop, 3 laptop computers, 5 ebook readers, with high-speed internet which are offered at no charge to the public

Organizational Issues:

- the Library will acquire hardware and software as space, interest and funding permit

Initiatives:

- seek out volunteer expertise to offer tutorial sessions and then support these sessions with software