



**PLAN OF SERVICE  
2014-2019**

## **INTRODUCTION**

### **Purpose**

The purpose of our Plan of Service is to fulfill our requirements as a library and to produce a living document that gives us vision and focus to meet the needs of our community.

### **Summary of Needs Assessment Process**

- Vegreville Centennial Library (VCL) held a focus group on April 9, 2014 facilitated by Ken Feser and Jen Anderson from Public Library Services Branch with representatives from community service organizations, town businesses, the community at large and youth. Together, they:
  - analyzed the strengths, weaknesses, opportunities and threats for Vegreville;
  - reviewed community statistics provided by Alberta First and Statistics Canada;
  - formulated a vision for the future of Vegreville; and
  - brainstormed how the library could help fulfill this vision.
- Based on the information obtained in this focus group, the Library Board created a Plan of Service Committee that went through the data and selected the action plans with consultation with staff.
- The Board reviewed the Action Planning at their regular meeting on June 19, 2014.
- This final copy of the Plan of Service was created by Donna Williams, Library Manager. It is the intent of the Board that this will be a living document, to be reviewed and revised regularly by the Board as the Library meets its goals and objectives, and responds to new and changing community needs.

### **Statement of Approval**

At the September 17, 2014 meeting of the Town of Vegreville Library Board, Tim MacPhee moved to approve the 2014-2019 Plan of Service. Caroline Knowles seconded. CARRIED.

## **VISION, MISSION AND GOALS**

### **Vision Statement**

*Vegreville Centennial Library – connecting ideas, people and knowledge.*

### **Mission Statement**

Vegreville Centennial Library offers programs and resources for everyone, in a welcoming space. It strives to be Vegreville's Community Living Room.

### **Library Goals – 2014-2019**

1. **Atmosphere:** We will stay current in innovative ideas for making the library a comfortable and inviting space
2. **Programming:** We will provide innovative programming that meets the needs of varied age groups
3. **Collection and Resource Development:** We will continue to develop a collection that is current, extensive, and relevant to varied age categories and community groups.
4. **Communication and Marketing:** We will communicate and market our programs and services and provide space for other community organizations to market theirs.

## ACTION PLANNING

<b>GOAL: We will stay current in innovative ideas for making the library a comfortable and inviting space</b>							
<b>Service Response</b>	<b>Objectives</b>	<b>Steps</b>	<b>Timeframe</b>	<b>Resources Needed</b>	<b>Target Audience</b>	<b>Person Responsible</b>	<b>Measure / Outcome</b>
<ul style="list-style-type: none"> <li>Visit a comfortable space</li> </ul>	Start planning for replacement of seating	<ol style="list-style-type: none"> <li>Fundraising towards replacement of seating at rear of Library</li> <li>Budgeting to replace a couple of chairs every year for the next 5 years</li> </ol>	<ol style="list-style-type: none"> <li>By 2019 have the seating at the rear of the library replaced with furniture that is easier to clean and will wear better</li> </ol>	<ul style="list-style-type: none"> <li>Staff time</li> <li>Budget</li> </ul>	<ul style="list-style-type: none"> <li>Patrons</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Friends</li> </ul>	In 5 years time have the seating replaced with new and easier to upkeep
<ul style="list-style-type: none"> <li>Visit a comfortable place</li> </ul>	Patio readily accessible to library patrons.	<ul style="list-style-type: none"> <li>Finish development of patio</li> <li>Purchase seating, tables, etc.</li> <li>Procedures for opening/closing and use</li> <li>Grand Opening celebration</li> </ul>	<ul style="list-style-type: none"> <li>Spring/Summer 2014 – construct fence</li> <li>Opening in summer 2014</li> </ul>	<ul style="list-style-type: none"> <li>Town Facilities, build fence, move shed</li> <li>Purchase and place furniture</li> <li>Food, PR, etc</li> </ul>	<ul style="list-style-type: none"> <li>Families</li> <li>Groups</li> <li>Parties</li> <li>Programs</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> </ul>	Record of growing use.
	Get accessible / designated handicap (mobility) parking  Designate area around the access ramp –no parking	<ol style="list-style-type: none"> <li>Clear with town</li> <li>Paint</li> <li>Communicate</li> <li>Enforce</li> <li>Evaluate</li> </ol>			<ul style="list-style-type: none"> <li>Staff time</li> <li>Town permit</li> <li>Paint, sign</li> <li>Legal status - enforce</li> </ul>	Mobility- limited Patrons: <ul style="list-style-type: none"> <li>Handicapped</li> <li>Parents with small children</li> <li>Seniors</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Board Chair</li> </ul>

**GOAL: We will provide innovative programming that meets the needs of varied age groups**

Service Response	Objectives	Steps	Timeframe	Resources Needed	Target Audience	Person Responsible	Measure / Outcome
<ul style="list-style-type: none"> <li>Create young readers</li> </ul>	Continue to offer programming for children	<ol style="list-style-type: none"> <li>Continue existing programs</li> <li>Continue to offer a variety of programs in partnership with community partners</li> <li>Continue to provide free library cards for children and youth</li> <li>Continue outreach – taking programs to other organizations</li> </ol>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>Budget</li> <li>Community partners</li> <li>Program materials</li> </ul>	<ul style="list-style-type: none"> <li>Children</li> <li>Families</li> <li>Community partners</li> </ul>	<ul style="list-style-type: none"> <li>Programmer</li> </ul>	<p>Increase in programs</p> <p>Positive response from users</p> <p>Increased memberships</p>
<ul style="list-style-type: none"> <li>Satisfy Curiosity</li> <li>Stimulate Imagination</li> </ul>	Design/Implement one new program for older adults	<ol style="list-style-type: none"> <li>Evaluate need.</li> <li>Consult with local groups and with individual older adults</li> <li>Design program</li> <li>Implement program</li> <li>Evaluate program</li> </ol>	<ul style="list-style-type: none"> <li>Consult with older adults</li> <li>Start designing new program.</li> <li>Run and evaluate program by end of June each year.</li> </ul>	<ul style="list-style-type: none"> <li>Program coordinator time and training</li> <li>Additional resources to be determined</li> </ul>	<ul style="list-style-type: none"> <li>Boomers to seniors</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Programming staff.</li> </ul>	A new successful program for older adults at the library.
	Art displays in library	<ol style="list-style-type: none"> <li>Continue to liaise with Artists and Arts Groups</li> <li>Schedule 1-2 exhibitions from the Travelling Exhibition Program of the Alberta Foundation of the Arts each year</li> <li>Talk to different organizations about having displays in the library of their poster contest winners</li> </ol>	<ul style="list-style-type: none"> <li>Programs currently ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Programmer time</li> <li>Community Partners</li> </ul>	<ul style="list-style-type: none"> <li>All ages.</li> </ul>	<ul style="list-style-type: none"> <li>Programmer</li> <li>Artists</li> <li>Arts Groups</li> </ul>	A positive response to the displays.
	Movie showings	<ol style="list-style-type: none"> <li>Renew public performance license yearly.</li> <li>Promote movie showings.</li> <li>Show movies</li> </ol>	<ul style="list-style-type: none"> <li>ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Public performance license,</li> <li>Space, projector, sound system, movies.</li> </ul>	<ul style="list-style-type: none"> <li>All ages.</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> </ul>	Growing attendance.
	Innovative teen / youth programming	<ol style="list-style-type: none"> <li>Quiet study space.</li> <li>Expand and promote resources for home schooled students.</li> <li>Continue partnerships with Community groups to provide programming</li> </ol>	<ul style="list-style-type: none"> <li>Continue contact with home school parents</li> <li>Ongoing meeting and coordination with community partners</li> </ul>	<ul style="list-style-type: none"> <li>Programmer and other staff time</li> <li>Meeting room space.</li> <li>Contacts with home schoolers</li> <li>Teens</li> </ul>	<ul style="list-style-type: none"> <li>Students</li> <li>Tweens and Teens</li> <li>Home Schooled Students.</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Programming staff.</li> </ul>	<p>At least 2 events/programs for the Homeschool families/year</p> <p>Trend of increasing use by target audience.</p>
<ul style="list-style-type: none"> <li>Visit a Comfortable Place</li> <li>Stimulate Imagination</li> <li>Satisfy Curiosity</li> </ul>	Investigate programming during non-traditional hours / times	<ol style="list-style-type: none"> <li>Use annual survey to gauge demand.</li> <li>Patron needs assessment</li> <li>Reschedule some programs on a trial basis.</li> <li>Investigate providing programs offsite</li> </ol>	<ol style="list-style-type: none"> <li>Annual planning</li> </ol>	<ul style="list-style-type: none"> <li>Survey</li> <li>Library Programmer time</li> <li>Volunteers</li> <li>Community partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Everyone</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Staff, especially Programming Staff</li> </ul>	A definitive response, in favour or against, from the community.

**GOAL: We will provide innovative programming that meets the needs of varied age groups**

Service Response	Objectives	Steps	Timeframe	Resources Needed	Target Audience	Person Responsible	Measure / Outcome
<ul style="list-style-type: none"> <li>Stimulate Imagination</li> <li>Satisfy Curiosity</li> <li>Know your community</li> </ul>	Partner with other agencies and groups to promote literacy.	<ol style="list-style-type: none"> <li>Contact VegMin and other community learning organizations.</li> <li>Assess need.</li> <li>Develop a response as appropriate.</li> </ol>	<ol style="list-style-type: none"> <li>Yearly community literacy based event</li> </ol>	<ul style="list-style-type: none"> <li>Manager's time</li> <li>Dependent on need.</li> </ul>	<ul style="list-style-type: none"> <li>Everyone</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Staff</li> </ul>	Needs identified and met as needed. Partnerships formed with other community literacy organizations.
<ul style="list-style-type: none"> <li>Know your community</li> <li>Get facts fast</li> <li>Satisfy Curiosity</li> </ul>	Design a 'Borrow an Expert' Program	<ol style="list-style-type: none"> <li>Database of experts we can call upon to provide information and support for patron's queries</li> <li>Experts that are willing to host demonstrations and how to sessions</li> </ol>	<ol style="list-style-type: none"> <li>Needs assessment, program design, recruitment of experts by the end of 2014</li> <li>Program launch 2015</li> </ol>	<ul style="list-style-type: none"> <li>Programmer</li> <li>Volunteers</li> <li>Database</li> <li>Policies</li> </ul>	<ul style="list-style-type: none"> <li>Everyone</li> </ul>	<ul style="list-style-type: none"> <li>Programmer</li> <li>Manager</li> <li>Board</li> <li>Friends Committee</li> </ul>	Patrons are able to get support and answers to their questions

**GOAL: We will continue to develop a collection that is current, extensive and relevant to varied age categories and community groups**

Service Response	Objectives	Steps	Timeframe	Resources Needed	Target Audience	Person Responsible	Measure / Outcome
<ul style="list-style-type: none"> <li>Get facts fast</li> <li>Make informed decisions</li> </ul>	Make sure time sensitive information is current	<ol style="list-style-type: none"> <li>Prioritize according to age, usage and topic.</li> <li>Ensure ordering times are current.</li> <li>Promote collections.</li> </ol>	<ol style="list-style-type: none"> <li>Quarterly review of resources.</li> <li>Follow ordering cycle and keep up with order sheets.</li> <li>Ongoing.</li> </ol>	<ul style="list-style-type: none"> <li>Staff</li> <li>Staff time</li> <li>Appropriate Materials Budget</li> </ul>	<ul style="list-style-type: none"> <li>Library users</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Staff as needed.</li> </ul>	Less requests for up-to-date material in annual survey and more complements on collection.
<ul style="list-style-type: none"> <li>Succeed in School</li> <li>Stimulate Imagination</li> <li>Satisfy Curiosity</li> <li>Learn to read and write.</li> </ul>	Improve resources for teens / young adult	<ol style="list-style-type: none"> <li>Assess what young people want</li> <li>Consult with High Schools and teenagers</li> <li>Weed collection and get new materials.</li> </ol>	<ul style="list-style-type: none"> <li>Weeding ongoing</li> <li>Consult with High Schools and teens on a yearly basis via phone and face to face discussions</li> <li>Check teen bestseller list quarterly</li> </ul>	<ul style="list-style-type: none"> <li>Time - possibly more staff</li> <li>Budget for materials</li> <li>Community Partners</li> </ul>	<ul style="list-style-type: none"> <li>Tweens</li> <li>Teens</li> <li>Teachers</li> <li>School Library staff</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> <li>Programmer</li> <li>Community Partners</li> <li>Volunteers</li> </ul>	Increased memberships and usage by target audience.
<ul style="list-style-type: none"> <li>Build successful enterprises: Business and non-profit support</li> </ul>	Assess feasibility for library being a central repository for Arts groups	<ol style="list-style-type: none"> <li>Assessment of need</li> <li>Discussion with Town and Arts Groups</li> </ol>	<ul style="list-style-type: none"> <li>Assess need within the next two years</li> </ul>	<ul style="list-style-type: none"> <li>Equipment</li> <li>Staff time</li> <li>Collection policy – loans procedure</li> </ul>	<ul style="list-style-type: none"> <li>Arts Groups</li> </ul>	<ul style="list-style-type: none"> <li>Board</li> <li>Manager</li> <li>Town Staff</li> </ul>	Arts Groups have a local source for the equipment they require for performances etc. Sharing of resources amongst the arts groups
<ul style="list-style-type: none"> <li>All</li> </ul>	Support other organizations with their resource needs	<ol style="list-style-type: none"> <li>Continue to develop collections or add materials to our collection to support the mandates of other organizations</li> <li>Purchase materials</li> </ol>	<ol style="list-style-type: none"> <li>Ongoing, meeting with other organizations</li> </ol>	<ul style="list-style-type: none"> <li>Library staff time</li> </ul>	<ul style="list-style-type: none"> <li>The community</li> <li>Service Orgs</li> <li>Schools</li> </ul>	<ul style="list-style-type: none"> <li>Manager</li> </ul>	Plan is in place and materials being bought.

**GOAL: We will communicate and market our programs and services and provide space for other community organizations to market theirs**

Service Response	Objectives	Steps	Timeframe	Resources Needed	Target Audience	Person Responsible	Measure/ Outcome
<ul style="list-style-type: none"> <li>Know your community</li> </ul>	Get library information into diverse community newsletters i.e. church, town, schools, bulletin boards, etc.	<ul style="list-style-type: none"> <li>Contact newspaper. Review parameters and cost.</li> <li>Appoint communications committee as needed</li> <li>Determine content</li> <li>Feedback</li> <li>Usage of materials mentioned</li> <li>Partner with NLLS to get ads on radio stations.</li> </ul>	<ul style="list-style-type: none"> <li>quarterly</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>List of contact people</li> </ul>	<ul style="list-style-type: none"> <li>The community</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> </ul>	New memberships increase. Committee in place and active.
<ul style="list-style-type: none"> <li>Learn to read and write</li> </ul>	Patron's Picks Display	<ul style="list-style-type: none"> <li>Have patrons give us their feedback as to materials they like</li> <li>Design signage and display 'patron's picks'</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Summer 2014</li> <li>Review on an ongoing basis</li> </ul>	<ul style="list-style-type: none"> <li>Participants</li> <li>Staff time</li> <li>Space</li> <li>Materials</li> </ul>	<ul style="list-style-type: none"> <li>The community</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> <li>Patrons</li> </ul>	Feedback from patrons Patrons participating and providing their picks
<ul style="list-style-type: none"> <li>Stimulate imagination.</li> </ul>	Host an annual open house and celebrate our Month	<ul style="list-style-type: none"> <li>Plan an event possibly based on the Canadian Library Month theme.</li> </ul>	<ul style="list-style-type: none"> <li>Annually</li> </ul>	<ul style="list-style-type: none"> <li>Staff Time</li> <li>Volunteers</li> <li>Financial resources</li> <li>Ideas</li> </ul>	<ul style="list-style-type: none"> <li>The community</li> </ul>	<ul style="list-style-type: none"> <li>Board</li> <li>Staff</li> <li>Friends Committee</li> </ul>	Event held. Attendance increases yearly.
<ul style="list-style-type: none"> <li>Know your community</li> </ul>	Community information clearing house. Post information about auction sales, garage sales, etc. on bulletin boards and around the library.	<ul style="list-style-type: none"> <li>Make contact with auction houses to list auctions at library</li> <li>Post community service directories on bulletin board and on free stuff table</li> <li>Post help list on bulletin board and free information table.</li> <li>Have a section of the bulletin board that is a "what's happening" and update regularly</li> </ul>	<ul style="list-style-type: none"> <li>Immediate and ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>Bulletin board space</li> <li>Table space</li> </ul>	<ul style="list-style-type: none"> <li>The community</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> </ul>	Bulletin board and tables are full to overflowing. More community information questions.
<ul style="list-style-type: none"> <li>Build successful Enterprises</li> <li>Be an Informed Citizen</li> </ul>	Market our programs, services and resources to the business community	<ul style="list-style-type: none"> <li>Marketing campaign targeted to the business community letting them know about our services and resources – especially the e-resources</li> </ul>	<ul style="list-style-type: none"> <li>Start working on marketing campaign 2014 will roll out for early 2015</li> <li>ongoing update of campaign materials</li> <li>quarterly send out information</li> </ul>	<ul style="list-style-type: none"> <li>information on all the different resources</li> <li>marketing materials</li> <li>financial resources</li> <li>business contacts</li> </ul>	<ul style="list-style-type: none"> <li>Business community</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> </ul>	Increased usage of resources Awareness by business owners of our services
<ul style="list-style-type: none"> <li>All</li> </ul>	Promoting our e-resources	<ul style="list-style-type: none"> <li>Marketing campaigns</li> <li>Article highlighting an e-resource monthly</li> <li>Sessions to teach patrons how to use and access the different e-resources</li> <li>Staff training</li> </ul>	<ul style="list-style-type: none"> <li>Start working on marketing campaign 2014 will roll out for early 2015</li> <li>ongoing update of campaign materials</li> </ul>	<ul style="list-style-type: none"> <li>Training</li> <li>Marketing materials</li> <li>Financial resources</li> <li>Space</li> </ul>	<ul style="list-style-type: none"> <li>Patrons</li> </ul>	<ul style="list-style-type: none"> <li>Staff</li> <li>Volunteers</li> </ul>	Patrons demonstrate an increased knowledge of resources Increased usage of resources