



**Plan of Service
2020-2024**

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 held a three Focus Groups in cooperation with the Town of Vegreville. One on May 11, 2019 and two on May 14, 2019. The town and the library identified that they would likely be seeking information from a similar group of organizations and individuals, and thus decided to combine efforts to hold the focus groups together.

The town used the information and themes gleaned from the input to develop a plan to promote Vegreville as a welcoming and inclusive community.

Based on the information obtained from the focus groups, the plan of service committee along with consultation with staff, created goals and an action plan to meet those goals.

The Board was given copies of the draft of the plan at their September 18, 2019 regular meeting and took it away to read and provide comments.

On October 16, 2019 a special meeting with the Board, key staff and the Town of Vegreville Community Services Director was conducted to do a final review of the plan.

Statement of Approval

At the October 16, 2019 regular meeting of the Town of Vegreville Library Board, Jerrold Lemko moved to approve the 2020-2024 Plan of Service, Joanne Gorda seconded and it was carried unanimously.

Vision, Mission, Goals

VISION STATEMENT

Vegreville Centennial Library connects ideas, people, and knowledge.

MISSION STATEMENT

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

LIBRARY GOALS 2020-2024

1. **Atmosphere:** Provide innovative ideas for making the library a welcoming and inclusive space for everyone.
2. **Programming:** Provide programming that meets the needs of varied age and cultural groups.
3. **Collection and Resource Development:** Provide a collection that is current, extensive and relevant to varied ages, community and cultural groups.
4. **Communication and Marketing:** Provide communication and marketing of our programs and services across multiple platforms, for our library, our patrons, and our community at large.

ACTION PLANNING

Goal 1.: Provide current innovative ideas for making the library a welcoming and inclusive space for everyone.							
Service Response	Objectives	Steps	Time Frame	Resources Needed	Target Audience	Person Responsible	Measure/Outcome
Visit a comfortable space	1.1 Start planning for replacement/refurbishing of library furniture	<ol style="list-style-type: none"> 1. Identify need and replace as required 2. Fundraising/grant applications 3. Replace seating in foyer of library 	By 2024 have identified furniture replaced or refurbished.	<ul style="list-style-type: none"> • Staff time • Budget 	Patrons	Manager Board Foundation	Furniture identified has been replaced or refurbished.
Visit a comfortable space	1.2 Increase awareness/usage of the patio space	<ol style="list-style-type: none"> 1. Signage inside the library about patio 2. Programming on the patio 3. Continue to work on design/upgrades to make the patio comfortable and inviting 	Signage by Summer 2020 Programming ongoing	<ul style="list-style-type: none"> • Staff time • Budget 	Patrons Staff	Staff Parks Dept.	Record of growing use
Get Facts Fast	1.3 Ongoing staff training to meet the needs of our wide variety of current and future patrons	<ol style="list-style-type: none"> 1. Monthly staff meetings 2. Staff training 	Annual	<ul style="list-style-type: none"> • Staff time • Budget 	Staff	Manager	Staff feels informed, competent and confident.
<ul style="list-style-type: none"> • Satisfy curiosity • Stimulate imagination • Express creativity 	1.4 Continue providing space for art displays	<ol style="list-style-type: none"> 1. Continue to liaise/partner with local arts groups 	Program currently ongoing	<ul style="list-style-type: none"> • Space • Staff time 	<ul style="list-style-type: none"> • Everyone 	<ul style="list-style-type: none"> • Staff • Artists • Arts Groups 	<ul style="list-style-type: none"> • Positive responses to displays

Goal 2.: Provide innovative programming that meets the needs of varied ages and cultural groups.							
Service Response	Objectives	Steps	Time Frame	Resources Needed	Target Audience	Person Responsible	Measure/Outcome
<ul style="list-style-type: none"> • Create young readers 	2.1 Continue to offer programming for children	<ol style="list-style-type: none"> 1. Continue existing programs and/or add new programs based on need and interest 2. Continue to offer a variety of programs in partnership with community partners 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Staff time • Budget • Community partners • Program materials 	<ul style="list-style-type: none"> • Children • Families • Community partners 	<ul style="list-style-type: none"> • Programmer • Community Partners 	<ul style="list-style-type: none"> • Programming levels will not decrease • Positive responses from participants
<ul style="list-style-type: none"> • Satisfy curiosity • Stimulate imagination • Express creativity 	2.2 Innovative adult programming	<ol style="list-style-type: none"> 1. Evaluate need 2. Consult with local groups and with individual adults 3. Design program 4. Implement program 5. Evaluate program 	<ul style="list-style-type: none"> • Run and evaluate by end of June each year 	<ul style="list-style-type: none"> • Staff time • Budget • Community partners • Program materials 	<ul style="list-style-type: none"> • Adults 	<ul style="list-style-type: none"> • Programmer • Community Partners • Volunteers 	<ul style="list-style-type: none"> • Programming levels will not decrease • Positive responses from participants
	2.3 Provide venue for movie showings	<ol style="list-style-type: none"> 1. Renew public performance license yearly 2. Promote movie showings 3. Show movies 4. Partner with other organizations to show public interest movies or movies for their clients 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Public performance licenses • Space, projector, player, sound system, movies, chairs, popcorn 	<ul style="list-style-type: none"> • Children • Families • Adults • Teens 	<ul style="list-style-type: none"> • Programmer • Community Partners 	<ul style="list-style-type: none"> • Growing attendance • Positive responses
	2.4 Innovative teen/youth programming	<ol style="list-style-type: none"> 1. Evaluate needs/wants 2. Continue partnerships with community groups to provide programming 3. Evaluate programs 	<ul style="list-style-type: none"> • Ongoing meeting with and coordinating with community partners • Evaluation 	<ul style="list-style-type: none"> • Staff time • Budget • Community partners • Program materials 	<ul style="list-style-type: none"> • Teens 	<ul style="list-style-type: none"> • Programmer • Community Partners 	<ul style="list-style-type: none"> • Programming levels will not decrease • Positive responses from participants • Trend of increased use by target audience
	2.5 Programming during non-traditional hours/times	<ol style="list-style-type: none"> 1. Use surveys to gauge needs/demand 2. Consult with partners 3. Reschedule programs on a trial basis 4. Partner with other organizations to provide programs 	<ul style="list-style-type: none"> • Annual planning • Evaluation 	<ul style="list-style-type: none"> • Staff time • Budget • Survey • Community partners • Program materials 	<ul style="list-style-type: none"> • Children • Families • Adults • Teens 	<ul style="list-style-type: none"> • Programmer • Community Partners 	<ul style="list-style-type: none"> • Growing attendance • Positive response from participants
	2.6 Increase opportunities for drop-in programming	<ol style="list-style-type: none"> 1. Redesign some existing programs to be drop-in 2. Have yearly waivers for programs to facilitate ability to drop in. 3. Evaluate 	<ul style="list-style-type: none"> • Planning • Yearly waiver • disposition schedule • yearly evaluation 	<ul style="list-style-type: none"> • Staff time • Budget • Website • Community partners • Program materials 	<ul style="list-style-type: none"> • Children • Families • Adults • Teens 	<ul style="list-style-type: none"> • Programmer • Community Partners 	<ul style="list-style-type: none"> • Growing attendance • Positive response from participants/patrons
	<ul style="list-style-type: none"> • Celebrate diversity • Know your community • Satisfy curiosity 	2.7 Programming/events that celebrate our Multicultural community	<ol style="list-style-type: none"> 1. Consult with the community to identify the cultural groups in our community 2. Identify representatives and make contact with the groups and plan an event with them to showcase their culture 3. Market and hold event 4. Evaluate 	<ul style="list-style-type: none"> • Plan 1-2 events/year • Evaluate 	<ul style="list-style-type: none"> • Staff time • Budget • Community partners • Program materials • 	<ul style="list-style-type: none"> • Everyone 	<ul style="list-style-type: none"> • Staff • Volunteers • Cultural groups • Community Partners

Goal 2.: Provide innovative programming that meets the needs of varied ages and cultural groups.

Service Response	Objectives	Steps	Time Frame	Resources Needed	Target Audience	Person Responsible	Measure/Outcome
<ul style="list-style-type: none"> • Know your community • Create young readers 	2.8 Partner with other agencies and groups to promote literacy	<ol style="list-style-type: none"> 1. Meet with community partners to plan family literacy day 2. Implement planning 	<ul style="list-style-type: none"> • Ongoing consultation with partners • Yearly community literacy-based event 	<ul style="list-style-type: none"> • Staff time • Budget • Community partners • Program materials 	<ul style="list-style-type: none"> • Children • Families 	<ul style="list-style-type: none"> • Programmer • Community Partners 	<ul style="list-style-type: none"> • Have yearly event for Family Literacy day • Attendance • Positive comments from participants and partners
<ul style="list-style-type: none"> • Satisfy curiosity • Stimulate imagination • Express creativity 	2.9 Be open to assisting with the development of programs for special interest groups/clubs	<ol style="list-style-type: none"> 1. Consult with individuals and groups to see if we can assist them. 2. Evaluate 	<ul style="list-style-type: none"> • Ongoing 	<ul style="list-style-type: none"> • Staff time • Space • Program materials 	<ul style="list-style-type: none"> • Everyone 	<ul style="list-style-type: none"> • Staff • Patrons • Community Partners 	<ul style="list-style-type: none"> • New special interest groups/clubs at the library

Goal 3.: Provide a collection that is current, extensive and relevant to varied age, community and cultural groups.							
Service Response	Objectives	Steps	Time Frame	Resources Needed	Target Audience	Person Responsible	Measure/Outcome
<ul style="list-style-type: none"> • Get facts fast • Make informed decisions 	3.1 Make sure time sensitive materials are current	<ol style="list-style-type: none"> 1. Prioritize according to age, usage and topic 2. Ensure ordering times are current 3. Promote collections 4. Follow proper collection development guidelines 	<ul style="list-style-type: none"> • Timely review of resources • Follow ordering cycle and keep up with order sheets • Ongoing 	<ul style="list-style-type: none"> • Staff • Staff time • Appropriate materials budget • Space/materials to market 	<ul style="list-style-type: none"> • Patrons 	<ul style="list-style-type: none"> • Manager • Staff as needed • NLLS for support 	<ul style="list-style-type: none"> • Survey Responses • Following collection development procedures
<ul style="list-style-type: none"> • Succeed in school • Learn to read and write 	3.2 Improve resources to support schools in the community	<ol style="list-style-type: none"> 1. Meet with school library and admin staff 2. Discussion on how to support them 3. Promotion of free cards for students 4. Participate in any school open houses if appropriate 5. Memberships for each of the schools 	<ul style="list-style-type: none"> • Meet with school library/admin staff at least once per school year • Attend one staff meeting at each school per year to showcase to school staff the resources available at the library 	<ul style="list-style-type: none"> • Staff time • Budget • Membership cards 	<ul style="list-style-type: none"> • School staff • Students 	<ul style="list-style-type: none"> • Manager 	<ul style="list-style-type: none"> • Student memberships • School membership statistics
<ul style="list-style-type: none"> • All 	3.3 Support other organizations with their resource needs	<ol style="list-style-type: none"> 1. Continue to develop collections or add materials to our collection to support the mandates of other organizations 2. Meet with other organizations 3. Purchase materials 	<ul style="list-style-type: none"> • Ongoing meeting with other organizations 	<ul style="list-style-type: none"> • Staff time • Budget 	<ul style="list-style-type: none"> • Patrons • Community organizations • Schools 	<ul style="list-style-type: none"> • Manager • Other staff as needed 	<ul style="list-style-type: none"> • List of organizations is developed • Meetings with organizations is happening • Materials are being purchased
<ul style="list-style-type: none"> • Know your community • Celebrate diversity • Be an informed citizen 	3.4 In house displays that showcase library materials and provide information	<ol style="list-style-type: none"> 1. Displays that showcase the cultural diversity of Canada 2. Displays that recognize specific celebrations 	<ul style="list-style-type: none"> • Ongoing purchase of materials • Displays at appropriate times based on calendar 	<ul style="list-style-type: none"> • Library staff time • Resources 	<ul style="list-style-type: none"> • Patrons 	<ul style="list-style-type: none"> • Staff 	<ul style="list-style-type: none"> • Displayed materials are circulating • Comments from patrons

Goal 4.: Provide communication and marketing of our programs and services across multiple platforms, for our library, our patrons, and our community at large.

Service Response	Objectives	Steps	Time Frame	Resources Needed	Target Audience	Person Responsible	Measure/Outcome
<ul style="list-style-type: none"> Know your community Build successful enterprises 	4.1 Presentations/Marketing to community businesses and organizations regarding library programs and services	<ol style="list-style-type: none"> Contact different service clubs to do presentations Contact Chamber to do a presentation Social Media posts Connect with Economic Development 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Staff time 	<ul style="list-style-type: none"> Community Businesses Service clubs 	<ul style="list-style-type: none"> Manager Board 	<ul style="list-style-type: none"> Memberships New partnerships Funding/sponsorships
<ul style="list-style-type: none"> Know your community Visit a comfortable place Stimulate imagination 	4.2 Host an annual open house and celebrate Library Month	<ol style="list-style-type: none"> Plan an event possibly based on Canadian Library Month theme Proclamation 	<ul style="list-style-type: none"> Annually in October 	<ul style="list-style-type: none"> Staff time Volunteers Budget Ideas Town & County Proclamation 	<ul style="list-style-type: none"> Community 	<ul style="list-style-type: none"> Staff Board 	<ul style="list-style-type: none"> Event held Attendance increases Positive comments
<ul style="list-style-type: none"> Know your community 	4.3 Be a community information clearing house	<ol style="list-style-type: none"> Post community information on bulletin boards and free stuff table Post help list in safe locations in the library and building Staff training on different resources available 	<ul style="list-style-type: none"> Immediate and ongoing 	<ul style="list-style-type: none"> Staff time Display space 	<ul style="list-style-type: none"> Community 	<ul style="list-style-type: none"> Staff 	<ul style="list-style-type: none"> Bulletin Board and table used Community organizations send stuff to us to display More community resource questions answered
<ul style="list-style-type: none"> All 	4.4 Promoting our e-resources	<ol style="list-style-type: none"> Marketing campaign Article highlighting an e-resource Sessions to teach patrons how to use and access e-resources Presentations at schools and service clubs on e-resources Staff training 	<ul style="list-style-type: none"> Ongoing updating of e-resource brochures Social media marketing of e-resources Quarterly e-resource help sessions Biannual training of staff on e-resources Annual visit to staff meeting at each school 	<ul style="list-style-type: none"> Staff time Tablets e-resource info and marketing materials space financial resources 	<ul style="list-style-type: none"> Patrons 	<ul style="list-style-type: none"> Staff Volunteers 	<ul style="list-style-type: none"> Usage of e-resources
<ul style="list-style-type: none"> Know your community 	4.5 Host events to celebrate and recognize our 100 Anniversary	<ol style="list-style-type: none"> Plan and hold events to celebrate the anniversary 	<ul style="list-style-type: none"> Planning in 2019 and 2020 Anniversary in 2020 	<ul style="list-style-type: none"> Staff time Financial resources Community planning committee Ideas 	<ul style="list-style-type: none"> Community 	<ul style="list-style-type: none"> Staff Board Volunteers 	<ul style="list-style-type: none"> Community attends and celebrates the milestone