



# **Plan of Service 2015-2019**

## Plan of Service Contents

1. Mission, Vision, and Value Statements
2. Message from the Chair
3. Introduction
4. Challenges and opportunities
5. Goals and objectives
6. Activities and evaluation

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### Mission:

The Stony Plain Public Library connects the people of our community to the knowledge and cultures of the world, and to each other.

### Vision:

A world without limits in the heart of the community.

### Value Statement:

Our actions demonstrate that we value -

- \* Accessibility and openness
- \* Intellectual Freedom
- \* Diversity and Collaboration
- \* Individual's Right to Respect and Courtesy
- \* Accountability and Integrity
- \* Excellence in Service

Equally!

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### **Message from the Board**

As one of our board members put it, the purpose of the board is to provide a strategic direction that is fulfilled by a plan of service. With the help of community members, we have moved in direction for the library which embraces new ways of being the library in Stony Plain. Our sincere thank you to the staff, the community and the province for helping us provide a direction for Stony Plain Public Library. The board appreciates the time given and pledge to use the information to shape our Library over the next five years.

One of the issues we will have to address will be to have sufficient space in the building that provides for the demands of a rapidly growing community. It is the commitment of the board to address the changing needs and demands that the Stony Plain Public Library is called upon to address.

**Wayne Shortt, Board Chair.**

## **.Introduction**

Our Library Plan of Service combines the strategic goals intended to move the Library into the future and the current needs of the residents in the geographic area we serve.

Stony Plain is a rapidly growing community due, in large part, to its strong sense of community. Ironically, the rapid growth is a challenge to that highly valued “small-town community feel” as the town starts to sprawl geographically out from its central core. It is a community that wants to maintain the values which made it a great municipality while embracing the growth that will enable it to thrive in the future.

Public libraries, in general, are facing a similar situation. We are deeply committed to our core values of barrier-free public access to information, knowledge, services, and the promotion of literacy while at the same time learning to effectively incorporate the technologies that are shaping our future and the future of society. This blend of technology and access is a primary factor in how our society is currently connecting with each other and with information; our communities will certainly reflect these factors in the near future.

As such, our plan for the next five years acknowledges the need for Stony Plain Public Library to be proactive in recognizing the different ways that our residents connect with each other, with technology and how their literacy needs are changing.

### **21<sup>st</sup> Century Literacy**

Public libraries are known to be powerful advocates for literacy. Given that literacy is about creating and interpreting meaning, then 21<sup>st</sup> century literacy acknowledges that our society is moving beyond the traditional idea that literacy is only about “words on paper”. Some of the fundamental components of 21<sup>st</sup> century literacy are:

Digital Literacy: the ability to use a variety of technological tools as well as the ability to adapt to a rapidly changing technological landscape.

Social Literacy: the ability to connect with others in different ways to achieve common goals.

Information Literacy: the ability to find specific, relevant information in the continually growing information landscape as well as the ability to assess the credibility of that information.

Basic Literacy: the essential ability to obtain meaning from symbols, be they words, numbers or images, regardless of whether those symbols are on paper or screen.

Physical Literacy: the necessary inclusion of physical activity to maintain complete mental and physical wellness.

Libraries already recognize the many ways in which meaning is created and accessed. Stony Plain Public Library's plan of service recognizes the need to provide opportunities for our residents to develop and strengthen the skills they need to be literate in the 21<sup>st</sup> century.

### **Challenges**

As noted in the introduction, a major challenge facing the Town of Stony Plain is its growth. The Capital Region Board population projection for the year 2019, when this plan of service expires, is a low of 19,400 and a high of 20,900 or a 14%-22% increase based on its current estimated population of 17,000. While Stony Plain Public Library also serves a segment of the population that resides in Parkland County the projected growth is only estimated to be between 33,700 and 35,200 (6% -9%).

A recurrent theme arising from the various community engagement activities undertaken by the Library is the concern that the physical growth of the Town will make it difficult for new residents to connect with the existing community in both the physical and geographic sense. More intangibly, a reduction of that unifying sense of community that is so important to existing residents is another concern. The physical growth of the community also presents challenges to the ability of various organizations to connect with residents. When a community spreads out from its geographic center, the outlying areas can become isolated microcosms unaware of the services that are available to them.

Our library, like other libraries in Alberta, is also dealing with the shortfall in provincial funding. The per capita funding allocation that the province uses to distribute operating grants is based on the 2010 population of Stony Plain. Five years later, our community has grown substantially, as demonstrated by the 38 % increase in membership from 2009 to 2014, but the funding allocation from the provincial government has not kept pace.

### **Opportunities**

The staff's strong desire to be of service is a major factor in our success as a library; library users already regard the physical space as a welcoming place. We have the ability to expand that welcoming physical space to equally welcoming virtual spaces which would enable residents to connect with each other in different ways.

Stony Plain Library has the potential to be a key factor in fostering 21<sup>st</sup> century literacies for residents of all ages. We are already committed to maintaining currency in technology and we have the infrastructure in place to expand the range of opportunities available to create, foster and improve basic, digital, social and information literacies in our residents.

We have the capability to function as an informative, connective hub between residents, the municipality, businesses and other community organizations to help Stony Plain strengthen existing community ties as well as helping to develop new ones.

The library has the capacity to move out of its physical space to connect with under-served residents in outlying areas. The current state of technology allows the library to demonstrate its many services, particularly digital resources, to people where they live, work and play thereby enabling the library to serve a wider range of individuals.

### Strengths

One of the main strengths of Stony Plain Library is our people-centered focus. As such we recognize that technology is not in and of itself a goal to be achieved but rather a tool to be used to achieve our goals and to make our residents' library experience a positive one.

The library has developed relationships and partnerships with a wide range of organizations and schools. This provides us with access to a diverse range of knowledge and experience across multiple disciplines.



## **Goals & Objectives: 2015-2019**

### **GOAL 1:**

**Residents of all ages will feel welcome and comfortable and be able to connect with each other by using the library as both a physical and virtual gathering space.**

**Objective 1.** By 2019 the library will have created and be maintaining at least two active virtual communities.

**Objective 2.** By 2019, 90% of residents using the library as a meeting or gathering space will express satisfaction with the premises.

### **GOAL 2:**

**Residents of all ages will have diverse opportunities to access knowledge and information while improving their 21<sup>st</sup> century literacies.**

**Objective 1.** By 2019, 75% of library programming will provide opportunities to improve these literacies and 85% of participants will be very satisfied with their program.

**Objective 2.** By 2019, circulation of the collection for low-literacy adults (Adult Literacy collection) will have increased by 5%.

### **GOAL 3:**

**Residents will explore topics of personal interest and continue to learn throughout their lives.**

**Objective 1.** By 2019 the number of residents with library cards who are aware of the electronic databases available to them will have increased by 5%.

**Objective 2.** 90% of residents attending a life-long learning program will express satisfaction with the program.

### **GOAL 4:**

**Residents who are under-served will have more opportunities to discover and use library services.**

**Objective 1.** By 2019 per capita library memberships for Stony Plain will increase by 5% from 31% (Jan. 2014) to 36% in January 2019.

# Addendum: Activities

## Goal 1 Activities

Goal 1 Residents of all ages will feel welcome and comfortable as they connect with each other by using the library as both a physical and virtual gathering space.					
Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<b>Facility</b>					
<ul style="list-style-type: none"> <li>Examine possibility of getting a TV for playing games or watching movies during regular opening hours</li> </ul>	Assistant Director	July 2015	Dec 2015	Staff Time	
<ul style="list-style-type: none"> <li>Create a lounge area</li> </ul>	Director	TBA	TBA	Friends of the Library	This would be done as part of a general renovation/expansion in the event our request for more space is approved by the Town.
<ul style="list-style-type: none"> <li>Update library signage</li> </ul>	Assistant Director	Jan 2015	Sept 2015		
<ul style="list-style-type: none"> <li>Create quiet spaces that are enclosed</li> </ul>	Director	TBA	TBA	Grants/Expansion Reserve	This would be done as part of a general renovation/expansion in the event our request for more space is approved by the Town
<ul style="list-style-type: none"> <li>Update the Teen Section</li> </ul>	Director/Assistant Director	Mar 2015	Dec 2015	Friends of the Library Casino Funds	
<b>Customer Service</b>					
<ul style="list-style-type: none"> <li>Maintain welcoming, customer-driven service</li> </ul>	All	Ongoing	Ongoing	Time	"How does this work for our patrons?" is the over-arching question
<b>Programs</b>					
<ul style="list-style-type: none"> <li>Online book clubs</li> </ul>	Assistant Director	Jan 2016	Ongoing	Staff time	Virtual communities will also incorporate in-person opportunities for people to connect with each other
<ul style="list-style-type: none"> <li>Book exchange club – where people can bring books they own, talk about them with people over coffee, and go home with a new book, possibly in conjunction w/online</li> </ul>	Director	July 2017	Ongoing	Staff time to organize, self-running program or volunteer led program	Possible in-person opportunity to complement online book clubs

**Goal 1 Residents of all ages will feel welcome and comfortable as they connect with each other by using the library as both a physical and virtual gathering space.**

Description	Responsibility	Time Line		Resources	Comments
		Start	End		
bookclub					
<ul style="list-style-type: none"> <li>Late Night Fun Night: Library stays open until 1am one Friday night/month to provide residents with a place to gather.</li> </ul>	Director/Asst. Director	Jan 2015	TBA	Staff time, Adult program budget for refreshments	
<ul style="list-style-type: none"> <li>Hosting Fantasy sports league</li> </ul>	Director/Asst. Dir/Volunteer	2015	Ongoing	Staff time, Adult program budget for refreshments	
<ul style="list-style-type: none"> <li>Community Art Circle</li> </ul>	Interested staff Members/Volunteers	2016	ongoing	Staff time,	
<ul style="list-style-type: none"> <li>Digital Art Club</li> </ul>	Interested staff /Volunteers	2017	Ongoing	Staff time, Technology Budget	
<ul style="list-style-type: none"> <li>Online Video Game Community</li> </ul>	Interested staff/Volunteers	2016	Ongoing	Staff time, Technology Budget	
<b>Promotion</b>					
<ul style="list-style-type: none"> <li>Ensure community groups and individuals know that rooms are available</li> </ul>	Everyone	Ongoing	Ongoing	Advertising funds/Staff time	Word of mouth is most effective in our community.
<ul style="list-style-type: none"> <li>Publish program guides</li> </ul>	Director/Marketing coordinator	Ongoing	Ongoing	Photocopying Budget	
<b>Technology</b>					
<ul style="list-style-type: none"> <li>Social media presence</li> </ul>	Director/Asst. Dir	Ongoing	Ongoing	Staff Time	
<ul style="list-style-type: none"> <li>Investigate room booking software to allow individuals to reserve meeting space ahead of time</li> </ul>	Assistant Director	2015	2016	Staff time, Technology Budget	
<b>Evaluation</b>					
<ul style="list-style-type: none"> <li>Survey question on whether library users are satisfied with the facility</li> </ul>	Director	Ongoing	Ongoing	Staff time	
<ul style="list-style-type: none"> <li>Survey question on whether library users are satisfied with library staff</li> </ul>	Director	Ongoing	Ongoing	Staff time	

**Goal 2 Activities**

**Goal 2. Residents of all ages will have diverse opportunities to access knowledge and information while improving their 21st century literacies.**

Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<b>Collection Development</b>					
<ul style="list-style-type: none"> <li>Promote graphic novel format through programs and resources</li> </ul>	Director/Assistant Director	Ongoing	Ongoing	Partner with Happy Harbour Comics,	
<ul style="list-style-type: none"> <li>Ask Adult Literacy students to choose items for the Adult Literacy section</li> </ul>	Assistant Director	Jan 2015	Ongoing	Partner with Parkland Adult Literacy	

**Goal 2. Residents of all ages will have diverse opportunities to access knowledge and information while improving their 21st century literacies.**

Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<b>Programs</b>					
<ul style="list-style-type: none"> <li>Provide “on-the-spot” technology training at various locations, schools, seniors homes, etc.</li> </ul>	Director/ Assistant Director	April 2015	Ongoing	Staff time, Technology Budget.	
<ul style="list-style-type: none"> <li>Maintain Coder Dojo status</li> </ul>	Director/Tech Intern	Ongoing	Ongoing	Staff time, Volunteer co-ordinators, Technology Budget, CAP-YI Grant	
<ul style="list-style-type: none"> <li>Promote databases to the community by doing presentations at various community group meetings</li> </ul>	Director/Assistant Director/Tech Intern	Ongoing	Ongoing	Staff time, Technology budget, CAP-YI Grant	
<ul style="list-style-type: none"> <li>Provide “just in time” one-on-one training as needed by patrons</li> </ul>	Library Assistants	Ongoing	Ongoing	Staff training time, Technology budget	
<ul style="list-style-type: none"> <li>Provide computer training courses, both one-on-one and formal group sessions</li> </ul>	Tech Intern, All staff	Ongoing	Ongoing	CAP-YI grant, staff time, staff training.	
<ul style="list-style-type: none"> <li>Re-work children’s programs to maximize literacy learning opportunities</li> </ul>	Children’s Programmers/Director/Assistant Director	Jan 2015	Jun 2015	Staff time, Professional Development Budget	
<ul style="list-style-type: none"> <li>Partner with community groups such as Tri-CALA &amp; Parkland Adult Literacy to assist with Foundational Learning Skills and basic literacy learning</li> </ul>	Director/Assistant Director	Jan 2015	Ongoing	Staff time	
<ul style="list-style-type: none"> <li>Provide space for an Aboriginal Medicinal Garden so at-risk Aboriginal children can work with and learn from Elders while creating said garden.</li> </ul>	Director/Assistant Director	March 2015	September 2016	Evergreen Green Grant, Aboriginal Parent Link, Staff time	The intent is to have the initial garden completed by September 2016, however the program would be ongoing
<ul style="list-style-type: none"> <li>Continue to provide opportunities for physical literacy, such as yoga classes, that meet a community need and do not conflict with existing businesses or organizations</li> </ul>	Director, Children’s Programmers	Ongoing	Ongoing	AcuHarmony Yoga, Independent instructors	
<b>Promotion</b>					
<ul style="list-style-type: none"> <li>Program guides, e-newsletter mailouts, distribution of newsletters around the community</li> </ul>	Marketing coordinator, Director	Ongoing	Ongoing	Staff time, Photocopy budget	
<ul style="list-style-type: none"> <li>Have live displays running in the library of various e-resources</li> </ul>	Assistant Director	May 2015	Ongoing	Technology Budget, Grants for technology hardware	
<ul style="list-style-type: none"> <li>Create press releases related to the various 21<sup>st</sup> literacies</li> </ul>	Director, Assistant Director	Ongoing	Ongoing	Staff time	
<b>Evaluation</b>					
<ul style="list-style-type: none"> <li>Program evaluations</li> </ul>	Director, Assistant	Ongoing	Ongoing	Staff time	

**Goal 2. Residents of all ages will have diverse opportunities to access knowledge and information while improving their 21st century literacies.**

Description	Responsibility	Time Line		Resources	Comments
		Start	End		
	Director				

**Goal 3 Activities**

**Goal 3. Residents will explore topics of personal interest and continue to learn throughout their lives.**

Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<b>Collection Development</b>					
<ul style="list-style-type: none"> <li>Ensure the adult and juvenile non-fiction collections are in line with what people are interested in through surveys and analyses of circulation and hold statistics</li> </ul>	Assistant Director/Staff	September 2015 – first survey	Yearly surveys	Focus collection development money on updating topics of interest	
<ul style="list-style-type: none"> <li>Weed outdated non-fiction at least every two years</li> </ul>	Director/Assistant Director Staff	Ongoing		Storage space for weeded books	
<ul style="list-style-type: none"> <li>Ensure that the average age of items in the collection is no more than 12 years</li> </ul>	Director/Assistant Director	Ongoing			
<b>Information</b>					
<ul style="list-style-type: none"> <li>Develop interest-based displays of non-fiction materials for children and adults</li> </ul>	All staff	Ongoing		Staff time	
<ul style="list-style-type: none"> <li>Include reviews of interest-based books on the website and in the newsletters</li> </ul>	Everyone	Ongoing		Staff Time, Web site	Can be tied in with virtual connection spaces
<b>Programs</b>					
<ul style="list-style-type: none"> <li>Facilitate self-directed interest groups</li> </ul>	Staff		Ongoing	Meeting room use	
<ul style="list-style-type: none"> <li>Schedule two adult life-long learning programs each month, with the exception of December and July/August</li> </ul>	Director/Staff	Ongoing		Staff time, Meeting room use	
<ul style="list-style-type: none"> <li>Local Artists Display</li> </ul>	Staff	Ongoing		Display space	
<ul style="list-style-type: none"> <li>Bring in displays from local museums (Pioneer and Multicultural)</li> </ul>	Assistant Director	Every two years			
<ul style="list-style-type: none"> <li>Schedule author visits at least once/year</li> </ul>	Director/Asst. Director	Annually		Program budget	
<b>Technology</b>					
<ul style="list-style-type: none"> <li>Develop library website with local area interests (pathfinders, wikis, blogs)</li> </ul>	Assistant Director	Ongoing		Staff time	

**Evaluation**

<b>Goal 3. Residents will explore topics of personal interest and continue to learn throughout their lives.</b>					
Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<ul style="list-style-type: none"> <li>Program Evaluations</li> </ul>	All Staff	Ongoing	Ongoing	Staff time, Photocopier Budget	
<ul style="list-style-type: none"> <li>Website Logins will increase</li> </ul>	Director/Assistant Director	Annually		Staff Time	

### **Goal 4 Activities**

<b>Goal 4 Residents who are under-served will have more opportunities to discover and use library services.</b>					
Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<b>Social Media/Outreach</b>					
<ul style="list-style-type: none"> <li>Promote library services to people who don't normally visit the library through involvement with other community groups (daycares, for example).</li> </ul>	Children's Programmer	Ongoing	Ongoing	Staff time	
<ul style="list-style-type: none"> <li>Promote library services to people who don't normally visit the library by going outside of the library to talk to people in the community and show them e-resources using the Town's wifi hotspots and tethering</li> </ul>	Assistant Director, Director	May 2015	Ongoing	Staff time, Technology budget	
<ul style="list-style-type: none"> <li>Visit one local business/month that either follows the Library on Twitter or likes the Library's Facebook page to talk with them in person about the library and show them e-resources that could help their business.</li> </ul>	Assistant Director, Director	May 2015	Ongoing	Staff Time, Technology budget	
<ul style="list-style-type: none"> <li>Partner with various organizations to do presentations to their clients about the library and its services</li> </ul>	Assistant Director, Director	May 2015	Ongoing	Staff Time	
<ul style="list-style-type: none"> <li>Continue developing relationships with the Aboriginal community.</li> </ul>	All staff	Ongoing	Ongoing	Staff Time	
<ul style="list-style-type: none"> <li>Membership Drives at schools &amp; community events</li> </ul>	Assistant Director/Director	June 2015	Ongoing	Staff Time	Events such as Farmer's Markets, PT Interviews, sports tournaments, Registration Fairs etc.

<b>Goal 4 Residents who are under-served will have more opportunities to discover and use library services.</b>					
Description	Responsibility	Time Line		Resources	Comments
		Start	End		
<b>Programs</b>					
<ul style="list-style-type: none"> <li>Examine the possibility of giving every family with a new child a free library membership and book</li> </ul>	Director/ Children's Programmer		ongoing	Friends of the Library, grants, partnerships with APFA	Partnership with APFA; through Westview Health and/or the Welcome Wagon
<ul style="list-style-type: none"> <li>"One Book To Rule Them All" reading program (Everybody in the Tri-Area is encouraged to read and talk about the same book.)</li> </ul>	Admin of the 3 libraries	2017	2017	Communications department of the three municipalities, collection development budgets, possible grants.	Partnership with Spruce Grove and Parkland County libraries
<ul style="list-style-type: none"> <li>Take Time to Read little libraries in various seniors lodges</li> </ul>	Assistant Director/Director	Ongoing	Ongoing	Staff time, Miscellaneous expenses budget (baskets for the books)	
<ul style="list-style-type: none"> <li>Free Cards for Gr. 4 Students</li> </ul>	Assistant Director/Director/Children's Programmer	Ongoing	Ongoing	Staff time/possible community grants to cover membership costs	
<b>Facility:</b> Welcome signage in Aboriginal languages					
<b>Promotion</b>					
<ul style="list-style-type: none"> <li>Articles in local newspaper,</li> </ul>	Assistant Director, Director			Staff time	
<ul style="list-style-type: none"> <li>Social media</li> </ul>	Assistant Director, Director			Staff time	
<b>Evaluation</b>					
<ul style="list-style-type: none"> <li>Library memberships will increase</li> </ul>		2014 numbers establish the baseline	2019		