



**Plan of Service
2014 - 2017**

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Vision and Mission

Our Vision

“The Blackfalds Public Library strives to be responsive and accountable to the community through cooperation, partnership, innovation, communication and flexibility in providing library services to all residents of Blackfalds and the surrounding area.”

Organizational Values

The fundamental guiding statements, which distinguish Blackfalds Public Libraries reason for being:

Customer Service

- Provide quality and timely service as a measure of success and service to our community.

Continuous Improvement

- Strive to meet service levels and operational standards by developing and maintaining modern practices and supporting informed risk taking, change and diversity.

Accountable Management

- Achieving effective, efficient, and economic service delivery based on Blackfalds Public Library Board policies and standards.

MISSION STATEMENT

The Blackfalds Public Library strives to ensure every patron receives the highest level of library service.

Goals And Key Strategies

Plan of Service - Goals Summary

1. Collection Development and Services
2. Special Events and Programs
3. Publicity and Promotion
4. Partnerships in the Community
5. Partnerships with Provincial Bodies

AREA #1 COLLECTION DEVELOPMENT AND SERVICES USAGE

** For all of the below the key is getting the work out and training people to use the collection and services.*

**In all applicable places below we will attempt to meet Standards for Member Libraries within Alberta's Regional Library Systems.*

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBLE |
|-----------------------------------|--|--|---|---|--|
| 1. Print collection. a) Books. | 1. Collection development survey. Review achievement goal annually. Complete the standards survey based on 7000+people. 2. Purchasing plan. 3. Patrons suggestions (From survey). 4. More money to build collection. 5. Encourage donations. 6. Encourage Teen Involvement. | 1. Increase usage and customer satisfaction. | 1. 2014 through 2017. 2. 2014 through 2017. 3. Ongoing 2014 through 2017 4. Ongoing 2014 through 2017. 5. Ongoing 2014 through 2017. 6. Ongoing 2014 through 2017. | 1. Existence. 2. Existence. 3. Existence. 4. 5% to 10% increase per year. 5. Existence. | 1. PRL staff. 2. Library Admin. and purchasing staff. 3. Staff and volunteers. |
| b) Magazines. | 1. Pursue donations of subscriptions and or gently used magazines 2. Maintain a relevant subscription base. | 1. Broader collection to meet community needs. | 1. Ongoing. 2. Ongoing. | 1. Two titles per year. 2. Existence | 1. Library staff. 2. Library staff & Library Admin. |

AREA #1 – CONTINUED

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBLE |
|------------------------|--|---|--|--|--|
| b) Magazines continued | | | <ol style="list-style-type: none">1. Ongoing 2014 through 20172. 2014 through 2017.3. Ongoing.4. Ongoing 2014 through 2017. | <ol style="list-style-type: none">1. Existence of plan.2. Existence of plan.3. Existence of plan.4. Spending 5% to 10% more per year. | <ol style="list-style-type: none">1. PRL.2. PRL and library staff.3. Staff and volunteers.4. Board. |
| d)e books | Purchase 2 e readers and load with purchased books for loan to patrons | Evaluate usage and demand on an ongoing basis | <ol style="list-style-type: none">1. Ongoing | <ol style="list-style-type: none">1. Web reporting | <ol style="list-style-type: none">2. Library Staff |

AREA #1 – CONTINUED

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENTS | RESPONSIBLE |
|---------------------------|--|---|---|--|---|
| 3. Electronic collection. | <p><i>* Increasing staff awareness in all of below.</i> <i>* Have sufficient staff to deliver service.</i></p> | | | | |
| a) Horizon & Enterprise | <p>1. Mini-training sessions in catalogue use and using holds and loans function. 2. Advertising.</p> | <p>1. Increased patron comfort with using horizon.</p> | <p>1. Ongoing. 2. Ongoing.</p> | <p>1. Scheduled drop in sessions. 2. Useful cheat sheets and brochures.</p> | <p>1. Library staff and PRL. 2. Library staff.</p> |
| b) Interlibrary loan. | <p>1. Advertising service.</p> | <p>1. Increase in patron's ability to access materials.</p> | <p>1. Ongoing.</p> | <p>1. Brochure and cheat sheet.</p> | <p>1. Library staff.</p> |
| c) Databases. | <p>1. Mini-training sessions. 2. Advertising.</p> | <p>1. Increase in usage figures.</p> | <p>1. Ongoing. 2. Same as above.</p> | | <p>1. Library staff.</p> |

AREA #1 – CONTINUED

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENTS | RESPONSIBLE |
|---|---|--|--|--------------------------|--|
| <p>4. Services. a) Reference.</p> <p>b) TAL card.</p> <p>c) Computers in the library.</p> | <p>1. Communicate availability of service</p> <p>1. Advertising to inform patrons of the possibilities of this service.</p> <p>1. Clarify patron needs for training. 2. Utilization of course ware available from PRL. 3. Securing of outside expertise for course delivery. 4. Advertising. 5. Delivery of mini courses.</p> | <p>1. Increase customer satisfaction with finding information they need.</p> <p>1. Increased access to other libraries collections.</p> <p>1. Increased in house of usage of computers. 2. Increased internet safety for children.</p> | <p>1. Ongoing.</p> <p>1. Ongoing</p> <p>1. Ongoing 2. Ongoing 3. Every year. 4. Ongoing. 5. Ongoing. 6. Ongoing.</p> | <p>1. Snap shot day.</p> | <p>1. Library staff.</p> <p>1. Library staff 2. Library staff and PRL. 3. Library staff. 4. Library staff. 5. Library staff.</p> |

AREA #2 SPECIAL EVENTS AND PROGRAMS

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBLE |
|---------------------------|--|---|---|--------------------|----------------------------------|
| 1. Add new programs. | 1. Explore possibility of New Programs using community resources | 1. Patron Surveys | 1. Quarterly | 1. Library staff. | 1. Library staff, Board & other. |
| 2. Expansion of programs. | 1. Hire second programmer. | 1. One programmer to focus on kids programs and one programmer to focus on general programs as budget allows. | 1. Explore the utilization of existing staff. | | 1. Library Admin. |

AREA #3 PRIORITY – PUBLICITY AND PROMOTION OF SERVICES

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBILITY |
|--|--|---|-------------------|--|-----------------------------------|
| 1. Extended hours - customers would like to have more open hours on Saturdays and evenings (as in survey). | 1. Yearly review based on survey results | 1. Meeting community needs by being open. Expect increase usage by ten percent. | 1. Ongoing. | 1. Survey & results. | 1. Library Admin. and board. |
| 2. Provide a safe library for customers to spend educational and recreational time. | 1. Continue to partner with town to improve security issues. 2. Additional staff. 3. Outreach to teens | 1. Reduce disruption. 2. Increase feeling of security for staff and patrons. 3. Staff able to enhance customer service. | 1. Ongoing. | | |
| 3. Patrons are able to clearly access services and collections. | 1. Signs. 2. Posters. 3. Usage instructions at computers. 4. Computers on at a user friendly screen. 5. Newsletter features. | 1. More use of library unmediated by staff. 2. Increase use of database. 3. Increase ILL use. 4. Mini-training courses on databases and horizon. | 1. Ongoing. | 1. Ten percent increase in circulation. 2. Increased ILL use. 3. Increase database use. 4. Fewer questions to staff. 5. Enrollment figures in courses. | 1. Staff. 2. Outside teachers. |

AREA #3 - CONTINUED

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBILITY |
|--|---|---|--|--|---|
| <p>4. Marketing to community.</p> <p>a) users b) non-users</p> | <p>1. Ensuring the library is prominent in municipal communication sources.</p> <p>2. Making contacts with community groups-for support of various kinds.</p> <p>3. Creation of promotional materials.</p> <p>4. Ongoing surveying of users and non-users.</p> <p>5. Redesign of website.</p> | <p>1. Increase usage.</p> <p>2. Increase donations.</p> <p>3. Increase library visibility on municipal information sources.</p> | <p>1. Ongoing.</p> <p>2. Quarterly reports made to council.</p> <p>3. Promotional materials created.</p> | <p>1. Increased hits on library website.</p> <p>2. Quarterly reports made to council.</p> <p>3. Promotional materials created.</p> | <p>1. Library staff.</p> <p>2. Library staff and board.</p> <p>3. Library staff.</p> <p>4. Library staff</p> <p>5. Library Admin. & PRL</p> |

AREA #4 PARTNERSHIPS IN THE COMMUNITY

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBLE |
|---|--|--|----------------------------|---|--|
| 1. Community groups. | 1. Optimist club (youth orientated). 2. Historical society. 3. Contact FCSS to look at partnering in adult upgrading. 4. Meetings and programming. 5. KAPS regarding library program. 6. Seek new partnerships. | 1. Increased donations 2. Shared occupancy of library and programming possibilities. 3. Possible programs in library. 4. Reading sessions in and out of library. (KAPS) | 1. Ongoing. | 1. More joint ventures. | 1. Library staff and board. |
| 2. Education. | 1. Explore possibilities of help with programming or use of facilities. 2. Invigilator/proctor exams | 1. Potential cooperation of computer courses. 2. Promote educational usage. | 1. Ongoing. | | 1. Library staff & Volunteers. |
| 3. Business. | 1. Speak to chamber of commerce. 2. Contacting businesses for support of programs. | 1. Increased awareness of library services. 2. Increased donations | 1. Ongoing. 2. Ongoing. | 1. Board members meeting with chamber of commerce. 2. More donations for programs. | 1. Library staff and board. 2. Library staff. |
| 4. Municipal Government. Town of Blackfalds and Lacombe County. | 1. Quarterly report of activity to council & county | 1. Increased support. 2. Overall the community will know more about the library and will increase support with money donations. | 1. Ongoing. | 1. Continued support to meet plan of service. | 1. Board. |

AREA #5 PARTNERSHIPS WITH PROVINCIAL BODIES

| KEY FOCUSES | KEY STRATEGIES | EXPECTED RESULTS | TIME FRAME | MEASUREMENT | RESPONSIBLE |
|-------------------------------|---|--|----------------------------|--|--|
| 1. Alberta Municipal Affairs. | 1. To fulfill all legislative requirements. | 1. Continued funding. | 1. Ongoing. | 1. Continued funding. | 1. Library staff and board. |
| 2. The Alberta Library. | 1. Participate fully as possible in all appropriate programs. | 1. Continued access to databases, TAL online and TAL card. 2. Implementation of the me card | 1. Ongoing. | | 1. Library staff and board. |
| 3. Parkland Regional Library. | 1. Work as close as possible with staff and utilize all resource sharing to the public. 2. Cooperate in offering resource sharing and web awareness courses. | 1. Economical expert support of all library functions. 2. Increased service to public. | 1. Ongoing. 2. Ongoing. | 1. Full use of all services is offered. 2. Continued participation in resource sharing. | 1. Library staff and board. 2. Library staff. |
| 4. Legislative Assembly | 1. 2 contacts per year. | 1. Increased awareness by MLA | 1. Two times per year. | | 1. Library admin. And Board |