

AIRDRIE PUBLIC LIBRARY

Plan of Service 2011-14



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MISSION, VISION and VALUES

OUR MISSION

Airdrie Public Library is an accessible centre of information that enhances quality of life and provides opportunities through its inclusive services, programs, collections and spaces that support literacy, lifelong learning, leisure and cultural connections within the community.

OUR VISION FOR 2025

- A landmark community destination of choice.
- Progressive, responsive, leading edge programs, services and resources
- Organizational excellence
- A community that is committed to literacy and lifelong learning

OUR VALUES

- Literacy and Learning
- Intellectual Freedom
- Accessibility and Inclusiveness
- Adaptability
- Service Excellence

MESSAGE FROM THE LIBRARY BOARD CHAIRPERSON

“Think of strategy as a bridge; values are the bedrock on which the piers of the bridge are planted, the near bank is today’s reality, the far bank is the vision. Your strategy is the bridge itself.”

~ Gordon R. Sullivan

Thanks to the efforts of the community planning committee, the library board and staff members, the APL Plan of Service bridge has been built. Accept my invitation to read this plan and learn about our focus over the next five years.

Judy Dufort
Chairperson



City of Airdrie Library Board

Judy Dufort (chairperson)

Andrew Speirs (vice-chairperson)

Ron Chapman (Airdrie city council representative)

Glenda Alexander (Airdrie city council representative)

Shelley Sweet (Marigold representative)

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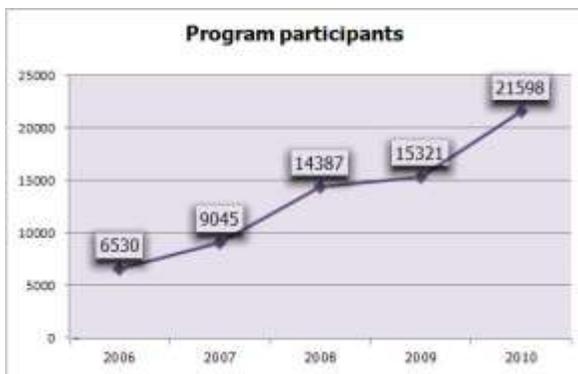
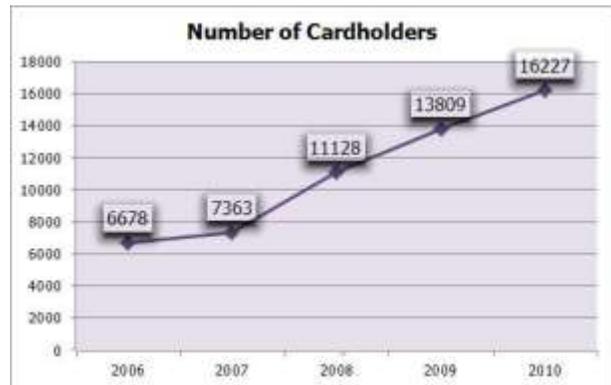
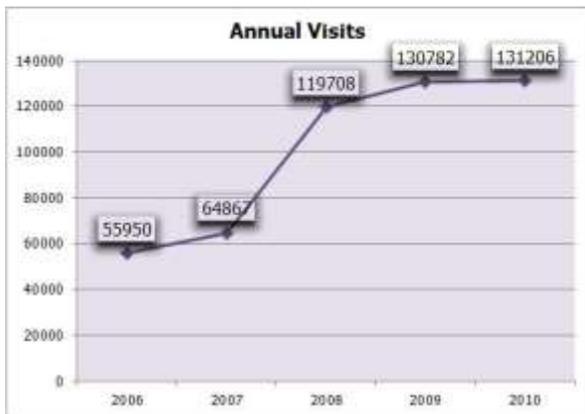
Heather Chambers Ewan

LIBRARY GROWTH

Airdrie Public Library moved into its current facility in December 2005 and has experienced enormous growth since that time. The numbers tell an impressive story. Between January 2006 and December 2010:

- Customer visits increased more than 130 per cent.
- The number of cardholders increased 140 per cent.
- Program attendance increased 230 per cent.
- Circulation increased 145 per cent.

The graphs below demonstrate just how integral the library is to the lives of Airdrie and area residents.



PLAN OF SERVICE

Background

A plan of service, a type of strategic plan, emphasizes what the library does for the local community.

Libraries are legally obligated to produce a plan of service based on a community needs assessment. These plans help align the library with the community and help increase its use and effectiveness.

In addition, the process and the final plan are strong tools for building community support and advocacy. The goals and objectives in the plan become the basis on which a library measures its success.

— from *A Plan of Service: A Guide for Alberta Public Libraries*,
www.albertalibraries.ca/uploads/1008/planofservicebrochure93725.pdf

Planning Process

APL's planning process was based on Sandra Nelson's book, *Strategic Planning for Results*, created for the Public Library Association (ALA, 2008). This process is recommended and supported by Alberta Municipal Affairs, Public Library Services Branch, which is the provincial department with legislative responsibility for public libraries.

The most critical part of this process is moving from community need to library action. A diverse community planning committee ensures that the plan is based on Airdrie's needs from a wider and more comprehensive perspective than from only library stakeholders. Starting with a shared vision of their hope for Airdrie's future, the committee members then moved to Airdrie's needs and finally to the needs that the library would be able to address, in the form of service responses.

PRIORITIES AND GOALS

PRIORITY 1 – Create and Support Opportunities to Develop and Maintain Early and Childhood Literacy

Vision Statement: A literate community supported by collaborative partnerships, where everyone is able to contribute and succeed.

Service Response Description: Children from birth to age five will have programs and services designed to ensure they will enter school ready to learn. Children aged five to 12 will have programs and services designed to ensure they will maintain their reading skills.

Goal 1: Preschool children will develop early literacy skills.

Objective 1: By 2014, the library will offer at least 10 new preschool literacy programs.

Objective 2: By 2014, there will be a 20 per cent increase in the number of children attending the library's preschool literacy programs.

Goal 2: Parents and caregivers will have the skills and resources they need to support early literacy.

Objective 1: By 2014, there will be a 25 per cent increase in the number of household and individual* library memberships.

Objective 2: Each year of the plan of service, 80 per cent of parents and caregivers of preschool children surveyed will respond that they have the skills and resources necessary to support early literacy.

**With the purchase of an individual card, children 12 and under receive free cards.*

Goal 3: Children from birth to age 12 will develop awareness and enjoyment of the library and its resources.

Objective 1: Each year of the plan of service, there will be a 20 per cent increase in the number of preschool and school-aged children who attend library presentations and tours.

Objective 2: Each year of the plan of service, there will be a 15 per cent increase in the circulation of the children’s collection.

Objective 3: Each year of the plan of service, 80 per cent of parents and caregivers of children in the summer reading program surveyed will respond that their children maintained or increased the amount of time they spent with books over the summer.



PRIORITY 2 – Connect to the Online World: Public Internet Access

Vision Statement: A technologically skilled community that is comfortable and effective in using the online world to support its needs.

Service Response Description: Community members will have high-speed access to the digital world with no unnecessary restrictions of fees to ensure that everyone is able to take advantage of the ever-growing resources and services available through the Internet.

Goal 1: All community members will feel comfortable and supported in connecting to the online world.

Objective 1: Each year of the plan of service, 80 per cent of computer users surveyed will respond that they are satisfied or very satisfied with the staff support they receive when using computers and accessing the Internet; and that they feel comfortable working in the library when using the computers and accessing Internet.

Objective 2: Each year of the plan of service, there will be a 10 per cent increase in the number of hits on the library's website.

Goal 2: All members of the community will have effective, efficient and equitable access to the online world without unnecessary restrictions or fees.

Objective 1: By 2014, there will be a 25 per cent increase in the number of people who use the library's computers or network.

Objective 2: Each year of the plan of service, at least 80 per cent of computer users surveyed will respond that they find it easy to access the computers; that they have an adequate computer sign-up time to complete their tasks; and that the library's hardware and software meet their needs.

Objective 3: Each year of the plan of service, there will be a 10 per cent increase in the amount of time the public access terminals and user laptops are in use.

PRIORITY 3 – Understand How to Find, Evaluate and Use Information: Information Fluency

Vision Statement: A knowledgeable community whose decisions are based on accurate information and effective evaluative skills.

Service Response Description: Community members will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate and effectively use information to meet their needs.

Goal 1: Adults and seniors will enjoy opportunities to develop the skills needed to use technology effectively to access information.

Objective 1: Each year of the plan of service, 80 per cent of technology course participants surveyed will respond that they improved their technology skills, allowing them to more effectively access information.

Objective 2: By 2014, there will be a 25 per cent increase in the number of people accessing technology tutoring sessions.

Goal 2: Adults and teens will receive services and support to develop their information-gathering and evaluation skills.

Objective 1: Each year of the plan of service, the library will offer at least five informational sessions with community partners during established teen programs on how to find, evaluate and/or use information.

Objective 2: By 2014, the library will offer multiple delivery methods of educational opportunities on how to find, evaluate and use information.



PRIORITY 4 – Visit a Comfortable Place: Physical and Virtual Spaces

Vision Statement: Destination of choice – an accessible, welcoming, intergenerational gathering place where community members are able to meet and connect.

Service Response Description: Community members will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible spaces that will support social networking.

Goal 1: All community members will have opportunities for cultural and social integration in both physical and virtual spaces.

Objective 1: By 2014, there will be a 15 per cent increase in the number of library visits.

Objective 2: By 2014, there will be a 50 per cent increase in library-sponsored social media participation.

Objective 3: By 2014, there will be a 25 per cent increase in the number of library-sponsored arts and culture opportunities offered.

Goal 2: Community members of all ages will feel welcome to gather, learn and interact informally in an inviting and neutral environment.

Objective 1: Each year of the plan of service, 80 per cent of library users surveyed will respond that the library is an inviting environment in which to gather, learn and interact.

Objective 2: By 2014, there will be a 20 per cent increase in the number of unique groups, clubs and individuals booking community space.

Objective 3: By 2014, 50 per cent of library users surveyed will respond that their sense of community has increased through their use of the library.

ACKNOWLEDGEMENTS

We would like to thank:

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