

2019 – 2021

Plan of Service



LIBRARY

#your home away from home

**Brooks Public Library is a vital source of
lifelong growth and learning at the heart
of a vibrant, diverse community
connected to the world.**

Our Mission:

Brooks Public Library provides
empowering opportunities with access to
high quality services, collections, and
facilities for all.

Every 3 to 5 years Alberta library boards are required to declare their service priorities after community consultation. Brooks Public Library's community consultation process has evolved from a cyclical to an ongoing one involving an annual patron survey, focus group discussions, and coordinated Community Influencer's questionnaire along with other ad hoc assessments as additional opportunities arise. As community priorities present and promote themselves through these processes, the City of Brooks Library Board determines which of the needs Brooks Public Library can address and which overarching service priorities will fulfill them.

With service priorities at the core, the Board prepares a Plan of Service to outline the goals and objectives of the upcoming term. Key accomplishments for achievement are listed and accountable parties identified. Finally, metrics of success are set.

Brooks Public Library's capacity and role within the City of Brooks has changed enormously the last year and a half. As BPL grows and matures the following are used to gauge our progress and measure our success:

Facility Foot Traffic – average of 57 patrons/hour annually

Program Offerings – maintain 300+ individual programs annually

Program Attendance – achieve a minimum of 75% capacity in programs

Circulation Stats – increase to more than 100,000 annually

Survey Response – minimum of 200 completed and 95% average satisfaction rating across key indicators

Collaboration Requests – 24 annually, initiated by others agencies

A. Know Your Community – The Library is a conduit to information not only within our own physical walls but as a promotional presence within the community.

Create effective methods of information exchange – Brooks Public Library will have an information communication strategy that will allow residents to access the wide variety of programs, services and activities provided by community agencies and organizations. We will:

- Assess current, successful and well utilized methods from within our community and the greater municipal and library worlds (*Library Manager*)
- Design and implement efficient broadcast strategies (*Library Manager*)
- Identify/connect with promotional opportunities both for gathering and disseminating information (*Board, Library Manager, and Staff*)
- Market our information dissemination strategy to local organizations (*Board, Library Manager, and Staff*)

Increase community knowledgeability of library offerings –Great programs, services and collections will amount to nothing without equally great promotion and patron participation. We will accomplish this by:

- Ensuring a strong brand and message (*Board, Library Manager, and Staff*)
- Create library friends and ambassadors program to utilize word of mouth promotion and develop a network of advocates (*Library Manager and Staff*)
- Create a library support video (*Board and Library Manager*)

B. Connect to the Online World – The Library values and supports patron access to the ever-growing resources and services available through the internet and subscription databases.

Foster Fundamental Proficiency – Patron access to computer related resources can be hampered by lack of knowledge or experience. We will strive to alleviate that disadvantage by:

- Establish introductory word processing and internet programs (*Staff*)
- Provide staff with access to database training (*Library Manager*)
- Incorporate device and app specific tutorial programming (*Staff*)

Prioritize Currency – Technology develops quickly which means that resources require dedicated effort to remain relevant and patrons require ongoing access to self-teaching resources. We will actively support patron growth and access by:

- Keep abreast of trends and technology(*Library Manager and Staff*)
- Update the computer section of our NonFiction collection (*Staff*)
- Provide webinar training space (*Library Manager*)

C. Become a Reader - The Library inspires and facilitates life-long literacy in residents so that they can succeed in school, meet their personal goals, fulfil their responsibilities and satisfy leisure pursuits.

Remove Barriers – Reading for personal development or enjoyment should be denied to no one. We will create access for all through:

- Read-away your fines initiative for children (*Library Manager*)
- Little free libraries (*Staff*)
- Promotion of our in-house use, fee-free structure (*Board, Library Manager and Staff*)

Reaffirm Literacy in Programming – All library programming should include literacy-inspiring components. We will:

- Develop new programming with literacy focus (remote storytimes, read-alongs, reading buddy, Community reads initiative, etc.) (*Library Manager and Staff*)
- Re-establish literary content within existing programs (*Library Manager and Staff*)
- Revive multi-lingual Saturday storytimes (*Library Manager and Staff*)
- Initiate reader advisory activities (*Library Manager and Staff*)

Plan and provide reflective programs, services and collections – We listen to our community and respond to needs and values with focused programming, well-curated collections, and service that fill gaps. To do this we will:

- Continue highlighting local experts and businesses in our Info Sessions (*Library Manager and Staff*)
- Improve our network of local 'experts' for Info sessions (ex: wanted posters) (*Library Manager and Staff*)
- Develop patron generated tutorials for select services (*Library Manager and Staff*)
- Continue providing free and at-cost programming (*Staff*)

Additional Board focus:

Increase financial sustainability and diversity – Exceptional library offerings and staffing, as well as future increases to staffing, programs and open hours, require reliable funding. We will seek to:

- Diversify revenue streams *(Board and Library Manager)*
- Seek out alternative funding for specific projects *(Board and Library Manager)*
- Develop an annual, unique fundraiser event *(Board)*
- Build donor/partner relationships *(Board and Library Manager)*
- Seek out leveraging opportunities *(Board and Library Manager)*

Motivate and facilitate Board and Staff excellence – It's the people who dedicate time and energy to the library that make the difference between mediocrity and the exceptional. We will invest in this fundamental resource by:

- Providing orientation, training and ongoing professional development opportunities. *(Board and Library Manager)*
- Ensuring staff has access to information on current trends *(Library Manager)*
- Seeking new roles and responsibilities for staff while exploring incentive programs *(Library Manager)*
- Balancing staff workloads so as to maintain ideal and efficient staffing *(Library Manager)*
- Develop a Board reporting structure that reviews/incorporates the Plan of Service *(Board)*
- Create a Board recruitment strategy that addresses specific needs, such as experience, knowledge, diversity, etc. *(Board)*