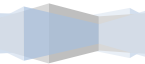




**Valleyview Municipal Library
Plan of Service
2010 – 2015 (2011 Update)**



Introduction

Plan of Service Purpose

The purpose of the five year plan is to fulfill our requirements as a library and to produce a working document to help us focus on and meet the needs of our community.

The process began in December of 2009 when we developed a Community Needs Assessment Survey targeting library users, non-library users, and seniors in our community. We distributed over 550 surveys in January 2010 and received 131 completed surveys back.

Library staff and Library Board Members were surveyed and their ideas and concerns were taken into consideration.

Our plan of service is based on input from:

- Library Patrons
- Non-library users in our community
- Community Needs Assessment
- Library Staff Members
- Library Board Members
- Identified economical and social needs of our community.

Statement of Approval

Date: Board Trustee, Harold Imes made a motion to approve the Plan of Service for 2010-2015. Trustee Warren Stewart seconded. All were in favor. Approved, June 16, 2010.



Community Needs

Vision: *To be a dynamic social, cultural, learning and information centre for our community.*

Mission: *To provide access for all community residents to Library Resources: as a source of information, learning and literacy, inspiration, enrichment, cultural awareness, and entertainment.*

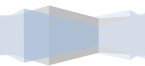
Values:

- Service
- Accessibility
- Learning
- Leadership
- Excellence
- Innovation
- Accountability
- Diversity
- Knowledge
- Teamwork
- Commitment
- Integrity

Commitment:

Our commitment is to be a library which provides a gateway to the world for the members of our community, and we will provide:

- Highly responsive service that reflects the needs of the community.
- Prompt, courteous and efficient service.
- A diverse and balanced collection that is accessible and current.
- Universal access to services and technology.
- Careful stewardship by efficient use of funds.



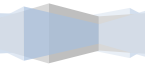
Library Profile

Library Clientele:

- The Valleyview Municipal Library (VVML) serves all sectors of the community for the Town of Valleyview and a portion of the Municipal District of Greenview # 16.
- VVML serves a population of 1884 from the town of Valleyview and 5,000 from a portion of the M.D. of Greenview # 16, for a total of 6884.
- The VVML is a member of the Peace Library System (PLS) and participates in resource sharing with PLS members as well as through the Provincial Interlibrary Loan program.
- VVML is also part of The Alberta Library (TAL) program, which allows access to the collection by Alberta residents with a valid TAL card.

Programs and Services:

- The Library in partnership with VALID and the Friends of the Valleyview Library, offers two 10 week sessions of Rhyme Time for babies and toddlers and their caregivers, Book Club meetings, Books on Wheels, author visits, and more.
- A Summer Reading Program is offered each summer for children ages 6 – 12 years.
- The Library partners with various individuals and organizations to offer author visits, craft workshops, writing workshops and other events of public interest.



Library Profile (continued)

Governance:

The Valleyview Municipal Library is governed by a volunteer board consisting of four Town of Valleyview and MD of Greenview No. 16 trustees.

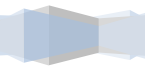
Library Statistics:

2010:

- Access: The Library is open five days per week for a total of 36 hours, including three evenings until 7 pm.
- Registered Patrons 1114 (Town of Valleyview - 565/MD of Greenview No 16 - 549)
- Circulation: 21,047 items
- Resource sharing (Inter-Library Loans): 4898 items borrowed; 6000 items lent out.
- Programming: 590 Programming Sessions with 3,050 participants.
- Technology: Six public access computers and one Online Public Access Catalogue (OPAC).

2009:

- Access: The Library was open five days per week for a total of 34 hours, including one evening until 8 pm.
- Registered Patrons: 1065 (MD of Greenview No 16 – 553/Town of Valleyview - 512)
- Circulation: 22,771 items
- Resource sharing: Inter-Library Loans - 5800 items borrowed, 5986 items lent out
- Collection: 23,031 print items, 1617 non print items, 38 magazine subscriptions.
- Programming: 129 programming sessions with 1072 participants
- Technology: Five public access computers and one Online Public Access Catalogue (OPAC) computer.

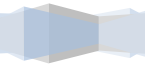


Needs Assessment Results

- This survey was distributed to residents through the local schools, at the library, on the internet and to local seniors.
- Respondents were able to return their completed surveys back to the schools or the library.
- We had a very good response rate with 131 completed surveys returned.

Results of the survey indicated that the following areas needed to be addressed:

- Extended Library hours.
- More materials in all formats, especially audio/visual formats.
- More comfortable furnishings, more seating areas.
- Update our facility: new carpeting, paint, air conditioning.
- Accessibility: more open hours and disabled access doors.
- More programming for all ages.
- More staffing to manage growing workload.

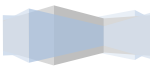


Goal A: The Library will strive to provide a safe and welcoming environment, free of barriers for our community to share and enjoy.

The Library will provide:

- A public meeting and gathering facility that is inviting, neutral and safe for all individuals in the community.
- Open public space that accommodates all sectors including people with handicaps.
- Access to information, programs and services for education, personal growth and entertainment.

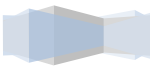
Objective	Strategy	Action	Responsible	Timeline	Results/Completed
1. Increase hours open	Review operating budget	Approach Town and M.D. councils	Board	2010/ongoing bi-annually	Ongoing
	Review staffing and hours open to public	Trial run with new hours: Tues, Wed, Thurs 11-7 Fri, Sat 11-5	Lib Co-ord.	Fall 2010	Completed Sept. 2010
2. Disabled Access Entry	Look at grants, other fundraising	Apply for grants Approach Town and M.D. Councils, Friends of the Library	Board/Lib. Co-ord.	2012-13	Capital Funding Received. Plans to complete by Spring 2012
3. Library Marketing/Promotion	Ongoing marketing and public relations activities	Use online resources to market the Library, (Eg. Library website, and Facebook group.)	Library Staff	Ongoing	Completed 2011/Ongoing: Website re-designed. Maintain an internet presence on website, and social networks (Primarily Facebook)
		Increase advertising in local paper, weekly Library Corner column, monthly Library Newsletter	Library Staff	2011 Budget	2011-12 Increased advertising budget. Contribute regularly to Valley Views and MD Newsletter.



<u>Objective</u>	<u>Strategy</u>	<u>Action:</u>	<u>Responsible:</u>	<u>Timeline:</u>	<u>Results/Completed:</u>
	Increase our In-Library Promotions	Newsletters/programming leaflets distributed through local schools throughout the year, and placed at the tourist booth in summer months, continue to promote	Library Staff	Ongoing	Newsletters available at library; notices sent home through schools; brochures distributed at Chamber of Commerce Visitor Centre Completed/Ongoing
		Community Bulletin Board to attract patrons.	Library Staff	Ongoing	Ongoing
		Procure and set-up seasonal decorating displays and storage bins.	Library Staff	Ongoing	
4. Building/Furnishings	Create more comfortable reading/seating areas	Procure more furnishings from various sources: <ul style="list-style-type: none"> - Grants - Friends of Library - Donations 	Board Friends of Library Library Staff	Ongoing as donations and/or funding becomes available.	Nov 2011: New Quiet Reading Area for adults including single serve coffee machine and water cooler with grant from Friends of the Library.
	Create spaces for exhibits/displays	Repair or replace existing display cabinets in storage.	Board	By 2012	Not yet completed.



<u>Objective:</u>	<u>Strategy:</u>	<u>Action:</u>	<u>Responsible:</u>	<u>Timeline:</u>	<u>Results/Completed:</u>
	Create more effective program spaces/work areas	Swap the current work room with the current program room – this will provide more room for programming activities	Library Staff, Board and volunteers	2013	Completed July 2011.
		Procure Program room seating/area rug	Board, Friends of Library	2011	Interlocking foam squares placed on floor; cost shared with Family Literacy who utilize room for Rhyme Time.
		Procure stove/full-size refrigerator for program room.	Library Staff/Friends of Library	2011	November 2011: Stove and Fridge purchased for Library by the Friends of the Library.
	Create Coffee Corner in the Gallery	Look for community sponsors	Board		Friends of the Library have secured sponsors for the first six months of 2012.
	Circulation Desk Re-modeled/re-built	Review budget/capital budget with Town/MD	Board	2013-14	Re-painting and new carpet will have to be installed prior to completing this project.



Goal B: The Library will strive to provide enhanced services in our collection, programming, technology, staff, Board and volunteers.

The Library will provide:

- A current, diverse collection which meets the needs of our community and appeals to a variety of clientele.
- A variety of programs targeted to all age groups.

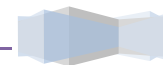
Objective:	Strategy:	Action:	Responsible:	Timeline:	Results/Completed:
1. Collection Development	Assess current collection	Use Inventory system from PLS to complete a full inventory of holdings.	Library Staff	Jan./Feb. 2011	Completed July 2011.
		Weed Book Collection	Library Staff	Summer 2010/Ongoing	Completed July 2011 and maintaining on a regular basis.
		Weed A/V Collection (outdated items like audio cassettes, VHS movies)	Library Staff	Summer 2010/Ongoing	Completed July 2011. All cassettes and VHS weeded from collection.
	Expand collection for audio books	Emphasis placed on collecting items in this area. Increase ratio of audio items to print materials each year.	Library Staff	Ongoing	Ongoing acquisitions as they become available.
	Expand collection for Youth/Teen	Emphasis placed on collecting items in this area.	Library Staff	Ongoing	Ongoing, acquisitions as they become available.



<u>Objective:</u>	<u>Strategy:</u>	<u>Action:</u>	<u>Responsible:</u>	<u>Timeline:</u>	<u>Results/Completed:</u>
	Develop Aboriginal Collection	Emphasis placed on collecting items in this area.	Library Staff	Ongoing	Currently owned Aboriginal materials re-catalogued and displayed in their own area in the Library. Friends of the Library donated \$500 in Nov 2011 to purchase additional materials.
2. Programming	Offer more programming to all age groups	Identify target audiences/interests: (Ages 6-12/ Youth/Teen/Adults/ Seniors)	Library Staff	Ongoing	2010/11: The Library sponsored well-known children's author Sigmund Brouwer to speak to all K-9 students in the Valley-view area; stamping classes; Teen Reading Club; annual senior's tea; craft workshops for children and adults.
		Locate speakers, volunteers to help implement programs, bring in different displays, events Emphasis on local speakers and offer honorariums.	Programming Committee and Staff	Ongoing	A number of individuals have been approached for sessions in 2012.
3. Technology	Maintain/expand public access computers (using CAP funding).	Keep a current inventory of equipment and implement an equipment replacement schedule.	Lib. Co-ord./Board	Ongoing	As of Oct 2010 six public access computers are maintained.



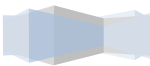
<u>Objective:</u>	<u>Strategy:</u>	<u>Action:</u>	<u>Responsible:</u>	<u>Timeline:</u>	<u>Results/Completed:</u>
	Maintain staff computers and equipment and ensure technology is up-to-date	Keep a current inventory of equipment, implement an equipment replacement schedule.	Lib. Co-ord./Board	Annually	Town of Valleyview donated discarded PCs which will be used as back-ups for staff terminals.
		Budget to purchase additional and/or replacement computers every 2-3 years.	Lib. Co-ord. & Board	2011/Annually	
		Approach M.D. for reconditioned computers to add to public access stations.	Lib. Co-ord. & Board	Feb/March of each year	2010 - Requested and received a reconditioned PC and laptop from the MD.
4. Staff Development	Professional and Personal Development	Encourage staff to attend training sessions and conferences	Lib. Co-ord. & Board	Ongoing	2010: Three staff members attended Alberta Library Conference in Jasper. Staff did not attend in 2011 due to cost. Four staff members attended PLS Regional Libraries Conference in Sept. 2011.
	Library Technician Courses	Encourage staff to take courses and provide budget to reimburse costs	Lib. Co-ord. & Board	Ongoing	All staff given the opportunity: Kerri Danner has completed three SAIT courses; Susanne Tremblay is working on her second.



<u>Objective:</u>	<u>Strategy:</u>	<u>Action:</u>	<u>Responsible:</u>	<u>Timeline:</u>	<u>Results/Completed:</u>
	Staff Retention	Look into possibility of providing benefit plan for all staff members.	Lib. Co-ord. & Board	Pending	Jan 2010 – New benefit plan set up for staff working over 20 hrs/week.
	Create another part-time to full-time staff position to cover growing workload	Increase budget for wages – approach Town and M.D.	Board	2011	No increase in Staff numbers, but pay raises in 2011 and increased hours for some positions.
5. Board Governance and Development	Trustee Training	Develop orientation package for new board members	Board/Library Staff	Ongoing	Dec 2011 - Board Information packages distributed to all trustees.
		ALTA Trustee training sessions	Board	Ongoing	
		PLS Board Meetings	Board	Ongoing	
		Perform Board Self-Evaluations	Board	Ongoing	
	Policy Development	Review/revise policy on an ongoing basis.	Board Policy Committee & Lib. Co-ord.	Ongoing	2010: Policy was reviewed and revised; 2011 - Alberta Libraries Branch approved our policy.



Objective:	Strategy:	Action:	Responsible:	Timeline:	Results/Completed:
6. Volunteers	Recruit more Library volunteers to help implement programs	Work with Friends of the Library	Library Staff	Ongoing	Friends of Library are generous with their time and financial support. Other volunteers include community members, work experience students, LDS missionaries, and some working off community service hours.
		Develop Volunteer Orientation Package for new volunteers	Library Staff & Board	2010/2011	In progress - volunteer handbook is being drafted.



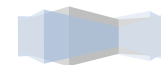
Goal C: Community Referral

The Library will address the need to provide information related to services offered by community agencies and organizations.

The Library will provide:

- Ongoing relationships with community organizations and local government agencies.

Objective	Strategy	Action	Responsible	Timeline	Results/Completed
1. Set up an online community resource file	Gather, organize and disseminate community information	Post information with community links on a resource page on our website	Lib. Co-ord. & Staff	2010/2011	Still pending.
2. Community Bulletin Board	Encourage agencies to post programs and services on our board.	Promote availability of bulletin board/make public aware of the information	Lib. Co-ord. & Staff	Ongoing	Completed in 2010.



Conclusion

What will it look like if Valleyview Municipal Library is meeting our goals and meeting the needs of our community?

- The Library is a community hub and is recognized as an essential service.
- Learning and personal growth opportunities are realized for all users.
- A growing and expanding collection realized through efficient collection development.
- Diverse, creative and enticing programming for all ages.
- Effective, relevant and efficient technology.
- Prompt, courteous and efficient service.
- Enthusiastic and motivated Board.
- Vibrant volunteer program.
- Secure, sufficient and sustainable funding along with creative fundraising and dynamic partnerships to provide excellent library service.

