



Drayton Valley Municipal Library

Imagine ~ Engage ~ Explore ~ Discover



Plan of Service 2021-2025

We enrich lives by pulling together the services, resources and programs that incite imagination, encourage social engagement, inspire exploration of ideas and launch journeys of discovery.

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“Without community service, we would not have a strong quality of life. It's important to the person who serves as well as the recipient. It's the way in which we ourselves grow and develop.” - Dorothy Height (Civil Rights Activist)

Introduction

Libraries are the cultural cornerstone of civilizations dating back to the earliest societies. They preserve the human experience and provide a point of reference connecting the past to the future. Libraries reflect cultural change by echoing shifts in the way people connect with information and with each other. The silent, passive warehouse of yesterday's library has evolved into the vibrant, active social spaces of today.

Libraries must continuously adapt and embrace change to remain relevant to the needs of the community. The Plan of Service is a window through which the library takes a close look at the community it serves, recognizes cultural shifts, prioritizes response to public needs and plans a course of measurable response.

The 2021-2025 Plan of Service was prepared during a time of significant uncertainty: the ongoing local and provincial economic situation significantly strained our operational reserves. The global coronavirus pandemic altered our approach to assessing community needs. The Plan of Service focuses heavily on consolidating resources and recovering public engagement following prolonged social isolation.

We trust that this plan will launch our library and our community on a promising journey of discovery.



Library & Community Profile

Drayton Valley Municipal Library serves a combined population of over **15,000** people living in the Town of Drayton Valley, Brazeau County and surrounding communities. Drayton Valley is located about 130 kilometers southwest of Edmonton and is the largest urban center in Brazeau region providing service and recreational amenities to residents.

Brazeau County is largely rural with an economy based on agriculture and natural resources including forestry, hydro-electric and petroleum sectors. Drayton Valley is home to many that support and rely on the oil and gas industry. This sector has struggled in recent years leading to innovations in alternative energy sources to diversify the local economy.

According to the 2016 Federal Census, the average age of Town residents is 34 years old while the average age of County residents is 38 years old. These statistics indicate that the community is predominantly young working-age families. The Library Board managed two service points in Drayton Valley: the Drayton Valley Municipal Library that offers the full spectrum of library resources, services and programs, and the Rotary Children's Library which provided collections, services and programs specific to families with young children.

In late 2020, the Library Board was compelled by mounting economic pressures to permanently close the Rotary Children's Library and consolidate resources and services in the Municipal Library. As one parent expressed, *"This makes me so sad personally and for our community. What a terrible loss for families in the area. I hope you can find a new space to combine the libraries and continue to offer programs for children and families."*

As our Library moves forward into a new chapter, we are committed to bridging the gap between people and the services, resources and programs that inspire imagination, enhance literacy, and engage in collaborations for a better and more prosperous future.

Message from the Board Chair

Libraries are not mere 'houses for books'; libraries are dynamic social spaces!

They inspire creativity and a sense of belonging in the community. They provide fertile ground for the development of partnerships and the growth of enterprise. They are a cornerstone in our society. They serve as a bridge to connect the knowledge and experience of yesterday with the innovation and opportunity of tomorrow.

In my fourteen years involvement on the Board I have witnessed the growth, evolution and diversification of our library to meet the changing needs of users.

Libraries are institutions that have stood the test of time. Throughout the ages, libraries have housed and provided information. While I don't think our need for libraries will ever change, I think we must continue to adapt the way we provide services.

I am pleased and proud to share our 2021-2025 Plan of Service with you.

We have worked very hard during challenging times to develop a plan that reflects the demands and diversity in our community. The plan is designed to reflect our commitment to rise to meet the challenge of adapting to an ever-changing social and economic landscape. We are confident that our plan will serve as a springboard to launch our library and community into a vibrant future.

Our mission is "to enrich lives by pulling together the services, resources and programs that incite imagination, encourage social engagement, inspire exploration of ideas and launch journeys of discovery."

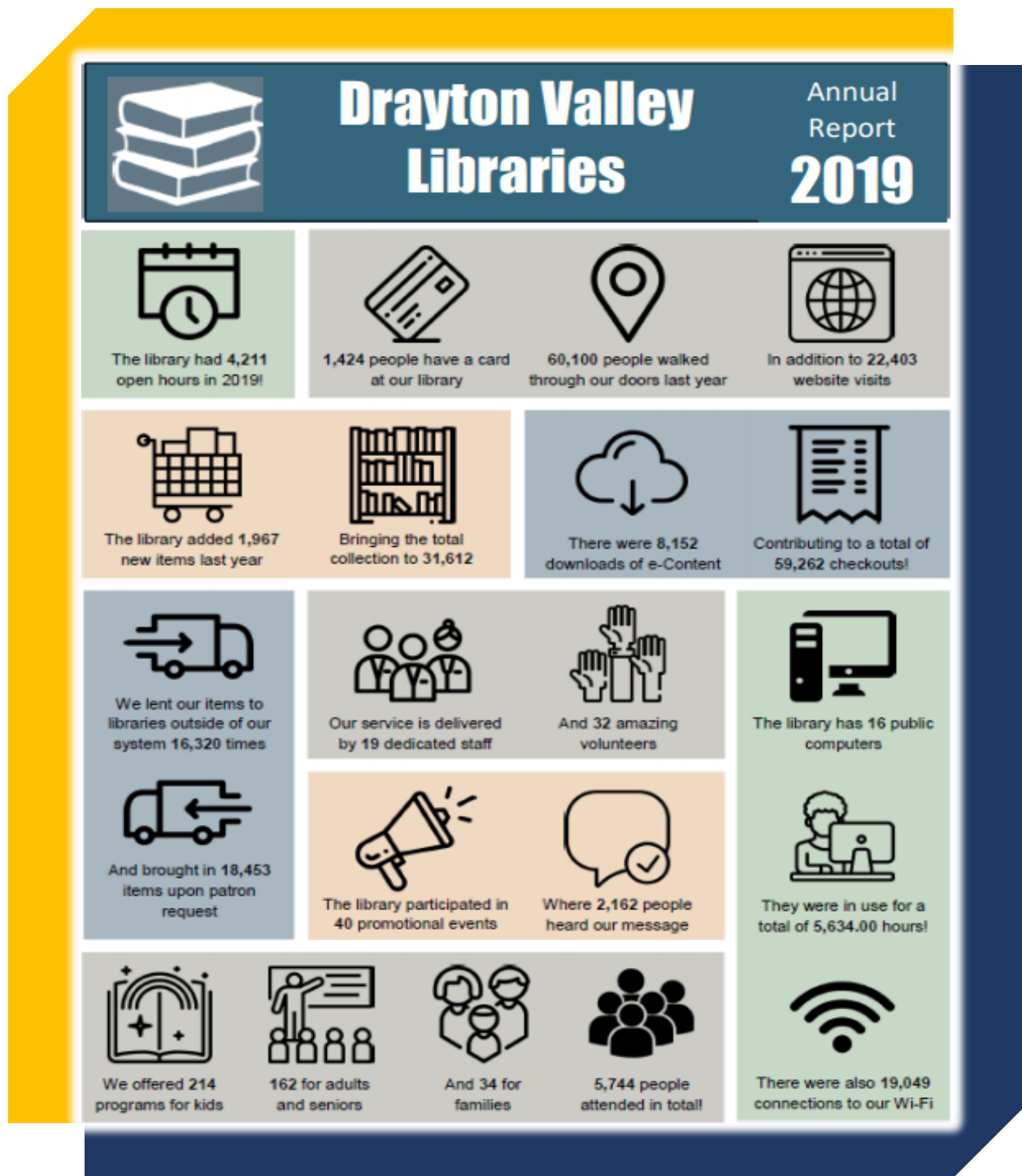
Our plan will help guide our efforts to achieve these objectives as we move forward into an evolving and exciting future.



Lyndara Cowper-Smith, Board Chair

Snapshot of Library Services

The 2021-2025 Plan of Service uses combined data for the Rotary Children's and Municipal Libraries as collected and reported to the Minister of Municipal Affairs from our last full year of service provision prior to the COVID pandemic. This data is used to gauge the success of our previous plan and establish a base-line for measuring progress towards objectives defined in our new plan.



Planning Process

The Library Board was poised to conduct comprehensive community consultations in 2020 for developing our 2021-2025 plan of service. Our first major public engagement event, the “Fire & Ice: Icebreaker”, was held on February 16, 2020. The event was attended by **over 800 people!**

It appeared that we were well on our way... Then COVID-19 arrived in March and our plans took a detour.

The community assessment shifted from in-person consultation to a review of responses gathered from 397 surveys collected over the previous three years including a survey circulated in July 2020 between the first and second pandemic lock-downs.

Surveys included both close-ended and open-ended questions:

- Objective responses from close-ended questions recognized strengths in our existing services, programs and resources.
- Subjective feedback from open-ended questions provoked unique insights and ideas for future evolutions to meet community needs.

Yellowhead Regional Library provided advice on strategic planning during a pandemic. The Public Library Services Branch of Municipal Affairs offered similar guidance in their “Plan of Service During the COVID-19 Outbreak”. Additional webinars and online tools assisted in preparing community assessment based on the processes outlined in *Strategic Planning for Results* by Sandra Nelson (2008).

The Board assigned members to a Community Planning Committee (CPC) for the task of evaluating survey data and comments gathered at the *Icebreaker* event. The committee recognized several key factors during development of priority responses:

Our community is evolving in response to internal and external pressures.

Our resource reserves are not guaranteed and require a measured approach.

Our priorities must respond to the needs of the community to remain relevant.

The priorities defined in our 2021-2025 Plan of Service provide a realistic response to the identified community’s needs:

A Place to Connect: Physical Social Space

Welcoming Faces: Inclusive Access to Services

Satisfy Curiosity: Resources for Learning and Leisure

Culture of Community: Programs for Living and Lifestyle

The priority responses act as a framework for establishing meaningful objectives with strategies and measures to guide our efforts over the coming five years. Progress is measured and evaluated annually to adjust our course according to changes in resource availability or evolution of community needs.

Vision, Mission & Values

Vision

Drayton Valley Library is the gateway to journeys of discovery by providing lasting, meaningful connections between people and ideas, lifestyle and learning, culture and community.

Mission

Drayton Valley Library enriches lives by pulling together the services, resources and programs that incite imagination, encourage social engagement, inspire exploration of ideas and launch journeys of discovery.

Values

Our values reflect who we are and who we aspire to be. Values define the culture of our organization and express our commitment to achieve high standards of personal and professional service to the community.

Accessible & Approachable: We value our patrons, treating them with compassion and care. We as professionals appreciate the opportunity to serve those who rely on our knowledge and expertise, and enjoy giving them tools to succeed in their endeavors. Their success is our success!

Receptive & Responsive: We realize that change and challenge inevitably lead to innovation and improvement. Our willingness to accept and adapt to evolutions in our environment help us remain relevant to the community and patrons we serve.

Innovative & Inclusive: We commit ourselves and our efforts to exploring new, creative concepts. Our library is an idea lab, where people explore concepts and discover possibilities. We provide a forum for respectful conversation on subjects that matter to community residents. Creativity is limited only by the scope of imagination.

Diversity & Inclusivity: We respect and value unique perspectives that contribute to the culture of our workplace and community. Shared personal journeys, experiences and interests strengthen and support those we work with and serve. We are stronger, more resilient and more successful when we pull together.

Fun & Freedom: We believe in individual freedom to explore personal interests. Our library is a discovery zone where people are free to explore a world of information and share in the joy of learning. We provide fun, friendly services and programs that excite and encourage!

A Place to Connect: Physical Social Space

We collaborate with partners to provide a barrier-free space where all are welcome to enjoy amenities, embrace community and share social connections.

The Library will relocate to a larger functional facility in the downtown area with enough space to deliver comprehensive services, accommodate combined collections and offer social engagement opportunities.

Objective 1: Secure a centrally located multipurpose facility that allows expansion, affords versatility and accommodates social activities.

Strategies:

- Coordinate with municipal partners to identify and acquire space to house a new library.
- Communicate with stakeholders, sponsors and grant support groups to secure funding for retro-fitting and renovating the selected facility.
- Cooperate with building developers to incorporate barrier-free features for all ages and abilities.
- Collaborate with facility planners to create a space for Rotary Children's collections and kid's activities.

Objective 2: The Library will work with municipal and business partners to revitalize downtown.

Strategies:

- Explore connections to neighbouring businesses to increase interest in downtown.
- Expand partnerships with other service providers to enhance resource and program offerings.
- Enhance promotional activities to stimulate interest and social engagement at the library.

Measures

Objective 1

By the end of 2021:

- A suitably sized (>650 m²) facility with street-level access will be acquired to house the Library located in the downtown area.

By the summer of 2022:

- Relocate to the new facility.
- Launch event attended by > 2000 visitors and guests.

Objective 2

Annual increases:

- >3% in partnerships.
- >4% in promotional events.
- >5% in library foot-traffic.

By December 2025

- >90% users respond that they are satisfied or very satisfied with the physical space.



“The library is not a shrine for the worship of books... A library, to modify the famous metaphor of Socrates, should be the delivery room for the birth of ideas - a place where history comes to life.”

- Norman Cousins (Journalist & Peace Activist)

Welcoming Faces: Inclusive Access to Services

We greet customers with warmth and compassion, ensuring equal and equitable access to services that enrich lives and support livelihoods.

The Library is a hearth of society and hub of community where all are welcome to share in the knowledge of personable and professional services free of bias or barriers.

Objective 1: Reduce physical and social barriers for those seeking access to learning and literacy services through the library.

Strategies:

- Increase public hours to include four evenings per week and longer weekend hours.
- Connect marginalized people with special reading needs to service for learning and lifestyle choices.
- Identify isolated individuals that cannot access the library and determine their service needs.

Objective 2: Deliver a warm, welcoming experience through personalized customer care.

Strategies:

- Promote a positive, collegial work environment through team-building exercises.
- Ongoing staff training to improve service skills.
- Empower staff to manage patron issues without administrative intervention.

Objective 3: Enhance technology services.

Strategies:

- Provide 12 public work stations with Internet, MS Office and printer networking.
- Install 2 designated Public Access Catalogue stations.
- Create 2 interactive children's literacy kiosks.

Objective 4: Increase public awareness of services through promotion and marketing.

Strategies:

- Increase engagement at community functions.
- Increase Social Media presence.
- Increase partnerships with Interagency groups.
- Work with our regional library to improve website navigation and functionality.

Measures

Objective 1

By January 2022:

- 8 permanent staff supported by student pages & summer program staff.
- >56 public hours/ week.
- >10% CELA services.
- >15% outreach to seniors.

Objective 2

By January 2022:

- >85% surveyed customers were greeted with a smile.
- >35% of users recognized and referred to by name.
- >95% surveyed customers rate service as 'very good' or 'excellent'.

Objective 3

By January 2024:

- ~16 public computers.
- >10% computer use hours.
- >15% Wi-Fi users.

Objective 4

Monthly news ad or article

Annual increases:

- >5% active cardholders.
- >5% walk-in foot traffic.
- >5% allied service referrals.
- >10% "heard our message".
- >15% website visits.

Satisfy Curiosity: Resources for Learning & Leisure

We connect people to physical and virtual resources that inspire imagination, engage information, explore ideas and discover possibilities.

Residents see the library as an essential community resource to expand knowledge and improve quality of life.

Objective 1: Collaborate with community to develop resources for early learning and literacy skills.

Strategies:

- Involve educators in selecting learning resources.
- Include parents with pre-school and school-aged children in selection of leisure reading materials.
- Develop kits for learning and discovery.

Objective 2: Quality and efficacy of physical collections are guided by circulation trends.

Strategies:

- Annual inventory and weeding of collections.
- Expand capacity in highly circulated collections.
- In-house promotion of under-accessed resources.

Objective 3: Patrons know how to access the larger collection of province-wide resources.

Strategies:

- Train staff in use of computer resources.
- Teach patrons how to access resources.

Objective 4: Technology and virtual resource offerings keep pace with 21st century innovations.

Strategies:

- Invest in digital resources through regional library.
- Instruct people on use of virtual tools and digital information literacy.



Measures

Objective 1

By the summer of 2023:

- >5% Early literacy material.
- >5% ELL collections.
- >10% Junior & Youth items.

Objective 2 & 3

By the Summer of 2024:

- <5% of inventory items show as “never circulated.”
- >10% item check-outs.
- ~50:50 ratio of items lent to items borrowed through ILL.
- >85% users found what they were looking for on shelves.
- >90% users rate collection as “very good” to “excellent”.

Objective 4

By the summer of 2024:

- >10% database access
- ~15% of collections budget allocated to eBook licensing.
- >20% e-content downloads.
- >80% staff are comfortable troubleshooting tech-related issues.

“Never regard study as a duty, but as the enviable opportunity to learn to know the liberating influence of beauty in the realm of the spirit for your own personal joy and to the profit of the community to which your later work belongs.”

- Albert Einstein (Physicist & Humanist)

Culture of Community: Programs for Living & Lifestyle

We promote community culture through programs and social activities that excite imagination, engage the mind, explore interests and discover passions.

Our programs provide a fun, interactive stage to engage people in activities that inform, excite and educate.

Objective 1: Imagination-incubators: Early literacy and learning skill development.

Strategies:

- Promote early childhood language development.
- Increase library awareness by engaging in story-time outreach in daycares and schools.
- Include schools in encouraging literacy for leisure and lifestyle through reading clubs, writing groups, summer programs and 'Battle of Books' events.

Objective 2: Idea-labs: Cultural programs supporting leisure and lifestyle.

Strategies:

- Engage local writers in author talk events.
- Encourage cultural expression through arts and crafts activities for all ages and stages of life.
- Entertain audiences with movie programs and music events.

Objective 3: Mind-Markets: Tech-based learning.

Strategies:

- Incorporate 3-D printer in Science-Technology-Engineering-Arts-Math (STEAM) programs.
- Include available technologies as teaching tools.
- Improve digital and information literacy skills.

Objective 4: Going places: Engaging beyond the physical library.

Strategies:

- Provide virtual programs as an alternative to in-person engagement.
- Encourage serendipitous reading: "brown-wrapper reads", "chance encounters with an author", etc.
- Participate in outreach initiatives to community recreation facilities and local campgrounds.

Measures

Objective 1

By the summer of 2023:

- >5% in school visits.
- >10% library tours.
- >15% in Summer Reading Club (SRC) participation.
- >250 programs or events for children and youth.

Objective 2 & 3

By the summer of 2024:

- >5% family-based events.
- >10% teen activities.
- >10% adult programs.
- >15% library awareness engagements.
- >15% 3-D Maker-bot printing jobs.
- >20% use of SMART-Board for program delivery.
- >90% surveyed customers rated program as 'very good' or 'excellent'.
- >95% surveyed customers 'learned something new'.

Objective 4

By the summer of 2025:

- >15% program attendance is virtual.
- >30% of new patrons result from contact outside library.

Acknowledgements

The Town of Drayton Valley Library Board extends thanks to local councils, Community Planning Committee (**CPC**) members, library staff, Interagency groups, library patrons and other community members who contributed to the development of this plan of service.

We appreciate your continued support and trust that this plan will contribute to the ongoing success of our organization and our community.

Library Board Members

(CPC members identified with Bold font)

Lyndara Cowper-Smith (Board Chair)
Donna Gawalko (**Board Vice Chair**)
Patricia Adamson (Board Treasurer)
Colleen Schoeninger (Trustee)
Sandra Blades (**Trustee**)
Karen Hickerty (**Trustee**)
Rosemarie Mayan (**Trustee**)
Susan Schwindt (**Trustee**)
Bill Ballas (Town Councillor)
Sara Wheale (County Councillor)



Library Staff

Douglas Whistance-Smith (**Director**)
Dana Crawford (Operations Manager – on leave)
Darlene Edwards (Interim Manager)
Verna Wicks (Programmer)
Lorna Thompson (Senior Service Specialist)
Crystal Serzisko (Service Specialist)
Rebecca Wepryk (Service Specialist & Outreach)
Pamela St. Laurent (Service Specialist)

"A customer is the most important visitor on our premises: [They are] not dependent on us; we are dependent on [them]. [They are] not an interruption in our work; [They are] the purpose of it. [They are] not an outsider in our business; [They are] part of it. We are not doing [them] a favor by serving [them]. [They are] doing us a favor by giving us an opportunity to do so."

- Mohandas Gandhi (Human Rights Activist & ethicist)



Drayton Valley Municipal Library

Imagine ~ Engage ~ Explore ~ Discover

Our Logo Interpreted

Our logo has metaphorical relevance to our community and our library's service to residents. There are two interpretations implied by the logo:

The logo depicts the gently rolling landscape of Drayton Valley with the sun rising over the river valley. The green hill in the foreground signifies new growth while the purple wave symbolizes forests of the foothills visible in the distance. The white lines between the waves represent the Pembina and North Saskatchewan rivers.

The logo also illustrates one half of an open book with the spine on the right border. The green wave suggests a book cover with the pages represented in purple. "The sun shines on a new chapter for our library and our community" and signifies hope for the future.

Learning and living are journeys of discovery that start with imagining possibilities, engaging in personal development, exploring new ideas and discovering yourself in the process. We are proud of our community and our contribution to the life journey of our customers.

The *2021-2025 Plan of Service* was adopted by unanimous consent of the Town of Drayton Valley Library Board on **April 22, 2021**.

Imagine the places we'll go!