



# Plan of Service 2015-2018



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## **1. Message from Board Chair**

"A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more." - **Rosabeth Moss Kanter**

What you hold in your hands is a vision for the future of the Fort Saskatchewan Public Library. The Board of Trustees, the Library staff and representatives from our community have worked together to determine how the Library can best meet the current and future needs of Fort Saskatchewan.

It's an exciting time; we have a beautiful new facility and the opportunity to create a vibrant library. On behalf of the Board I would like to thank City Council for their commitment to expanding and renovating the library; the Library Staff for their hard work and enthusiasm; those residents who took time to fill out surveys and provide thoughtful input; the Community Planning Committee Members, who represented a broad range of interests, for being the voice of the community; our corporate and individual sponsors for their generosity and finally, a thank you to our patrons for their support and understanding during the entire process.

Since the facility re-opened in November 2013 there have been significant increases in memberships, circulation and attendance. The facility has been strongly supported by City council and the community at large. Our Enrich the Experience campaign, which ended on December 31, 2014, raised additional funds to purchase extra material and equipment for the Library.

With the Plan of Service we now have a clear picture of what our Library should be and how to achieve it. Fort Saskatchewan residents want a facility that promotes literacy for young children, that connects citizens with community resources and services and allows patrons to satisfy their curiosity about their world through lifelong learning. It is the community's call for us to become something more!

Kathleen Stevenson, Chair Fort Saskatchewan Library Board

## **2. The Fort Saskatchewan Library Board**

Kathy Stevenson (Chair)  
Ian Hunt (Vice-Chair)  
Miranda Brun (Secretary)  
Sheldon Bossert (City Councilor)  
Brenda-Lee Dahlseide  
Alix Hennig  
Stuart McGowan  
Allison Santo  
Gail Shkolny  
Kelly Thompson  
David Larsen (Library Director)

## **3. Mission Statement:**

The Fort Saskatchewan Public Library provides and promotes resources, services and programs to meet community needs for leisure, study and information in an environment that is welcoming and supportive.

### **Our Method**

- Create community awareness of library resources, services and programs
- Facilitate public access to, and the use of, the library's programs and services
- Monitor and be responsive to the needs of the community

### **Our Approach**

Is based on the belief that we are trustees of a valuable community resource. As such, we are dedicated to creating a center of excellence for the people we serve.

The Fort Saskatchewan Public Library subscribes to the Canadian Library Association's Statement of Intellectual Freedom.

The Fort Saskatchewan Public Library Board subscribes to the Code of Ethics of the Alberta Library Trustees Association.

(2002)

#### 4. Demographics of Community

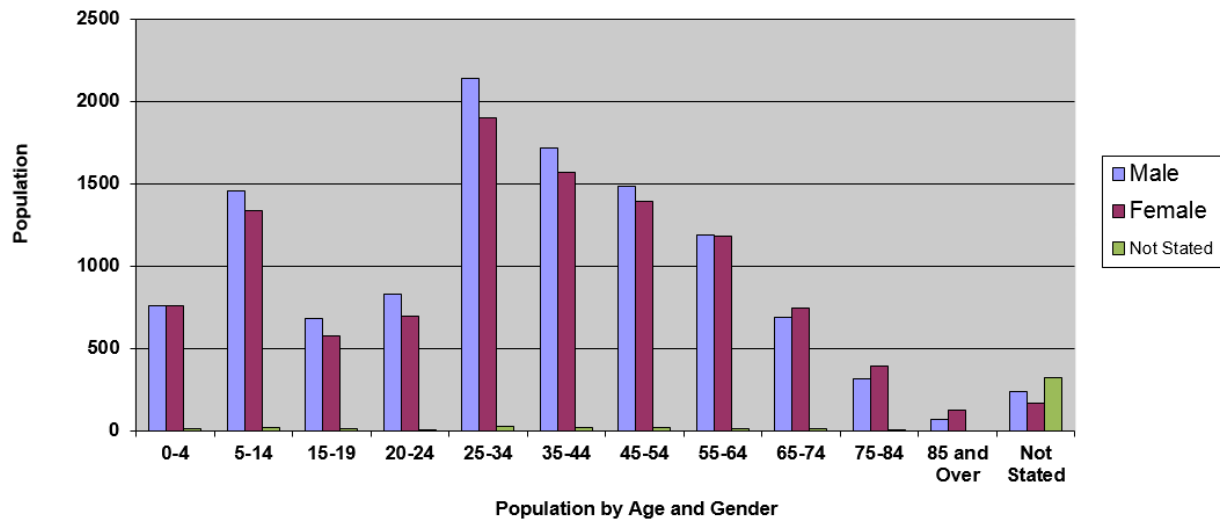
##### Fort Saskatchewan

##### Population

Year	2009	2010	2012	2013	2014
Population	17,469	18,653	20,475	21,795	<b>22,808</b>
Growth (%)	4.03	6.78	9.77	6.45	<b>4.65</b>

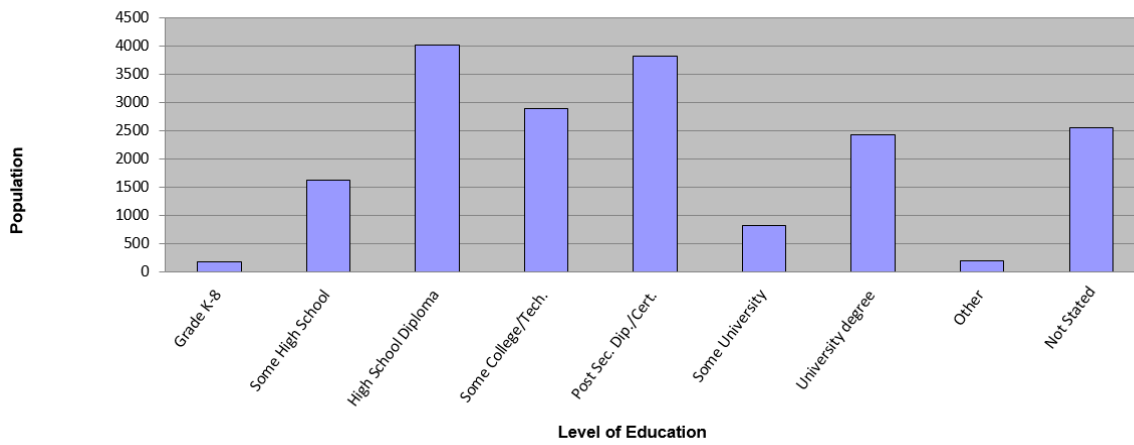
*SOURCE: 2014 Municipal Census, City of Fort Saskatchewan (2011 data not available due to Federal Census year)*

##### Population by Age and Gender



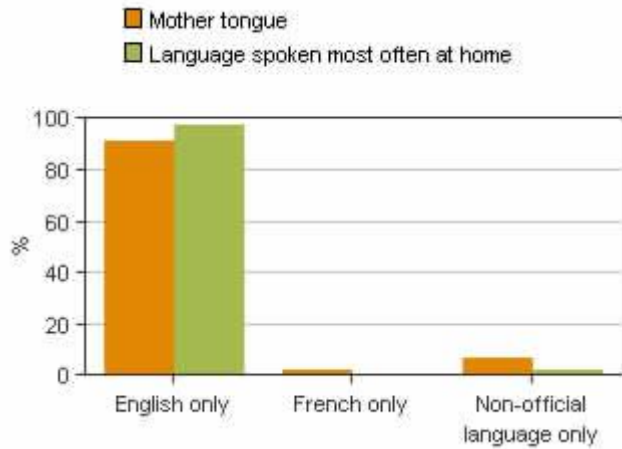
*SOURCE: 2014 Municipal Census, City of Fort Saskatchewan*

## Level of Education



SOURCE: 2014 Municipal Census, City of Fort Saskatchewan

## Mother Tongue



In Fort Saskatchewan, 90.7% of the population reported English only as mother tongue, 2.3% reported French only, and 6.3% reported a non-official language only.

SOURCE: 2011 Census, Statistics Canada

## Non-Official Language Mother-Tongue

Mother tongue	Number	Percentage of non-official language mother-tongue population	Percentage of total population
Ukrainian	240	19.0	1.3
German	220	17.4	1.2
Tagalog (Pilipino, Filipino)	215	17.0	1.1
Dutch	70	5.5	0.4
Spanish	60	4.7	0.3

Table 14 Fort Saskatchewan, CY – The most common non-official-language mother tongues, 2011 Census

*SOURCE: Statistics Canada. 2012. Focus on Geography Series, 2011 Census. Statistics Canada Catalogue no. 98-310-XWE2011004. Ottawa, Ontario. Analytical products, 2011 Census. Last updated October 24, 2012.*

## Household Total Income (2011)

Median: \$93,175

Average: \$103,041

*Source: 2011 Federal Census, National Household Survey, Statistics Canada*

**Families with Income Below Low Income Cutoff: 5.1% (232)**

*SOURCE: 2006 Census, Statistics Canada (most current /accurate information available)*

## Economic Base

Fort Saskatchewan's main industries are commercial and heavy industrial. Fort Saskatchewan is part of Alberta's industrial heartland. Companies with operations in the area include Dow Chemical, Sherritt International, Agrium and Shell Canada. These plants are major employers for over 7,000 residents of Fort Saskatchewan and surrounding area.

## **5. Overview of the Planning Process**

The Fort Saskatchewan Public Library adopted the planning principles in Sandra Nelson's *Strategic Planning for Results*, as recommended by Alberta Municipal Affairs – Public Library Services Branch. The process was adapted to fit our needs.

Four community needs assessment and planning tools were used:

### **Community Surveys**

Surveys were distributed to the public in paper and online formats from August 16 – September 21, 2014. 644 community surveys were completed. The survey was advertised on the Library's website, in the local media, and at community events. Two versions were available: One for current FSPL users and one for non-users. Each was comprised of a balanced mixture of ranked and open-ended questions.

FSPL User Survey: 17 questions; 487 respondents (171 paper, 316 online)

FSPL Non-User Survey: 13 questions; 157 respondents (80 paper, 77 online)

### **Community Planning Committee Meeting**

Facilitated by Ken Feser, Library Consultant (Alberta Municipal Affairs - Public Library Services Branch), a committee that included 18 community representatives and one staff member (Public Services Librarian/Planning Coordinator) convened for one four-hour meeting on September 13, 2014.

Meeting objectives:

- To identify the community's strengths
- To identify the community's challenges/needs
- To discuss the library's current status and opportunities to meet these needs
- To begin preliminary prioritization of Library Service Responses

Representatives:

Richard Gagnon - Culture Director, City of Fort Saskatchewan

Barb Bigelow – Director, Fort Saskatchewan FCSS

Tammy Lautner – Seniors Coordinator, Fort Saskatchewan FCSS

Eleanor Heesing – Family-School Liaison, Fort Saskatchewan FCSS

Laura Harkin – Youth Action Club Student representative, Fort Saskatchewan FCSS

Cathleen Sinclair – Fort Saskatchewan Families First Society

Ray Thurston – Fort Saskatchewan Historical Society

Aimee Penny – Regional Manager, Careers Under Construction

Wendy Rhodes – Volunteer Centre/Community Adult Learning & Literacy Society (CALLS)

Relande Heiland – Fort Saskatchewan K-ettes

Terry Stacey – Fort Saskatchewan Rotary Club

Clarizze Truscott – President, Kabisig (Filipino) Society

Art Hughes – President, Fort Saskatchewan Naturalist Society



Lorraine Hryaniw – Pioneer House Club 50  
Kathy Sirachy – Public Health/New Moms Network  
Ed Sperling – Branch Manager, ATB Financial  
Marge Littlejohn – Manager, Southfort Bend Gardens  
Janet Nahirniak – Assistant Manager, Dr. Turner Lodge

### **Staff Workshop**

All staff members participated in a 2.5 hour workshop facilitated by the Library Director on August 28, 2014. Staff members were asked to bring ideas and challenges relating to four service areas, as well as to prioritize these areas for focus over the next 3-4 year period.

Service areas (in order of staff priority):

1. Programming
2. Collections
3. Technology
4. Space

### **Board Plan of Service Workshop**

Facilitated by the Library Director and Public Services Librarian/Planning Coordinator, all trustees of the Library Board convened for a three-hour strategic planning workshop on September 27, 2014.

Meeting objectives:

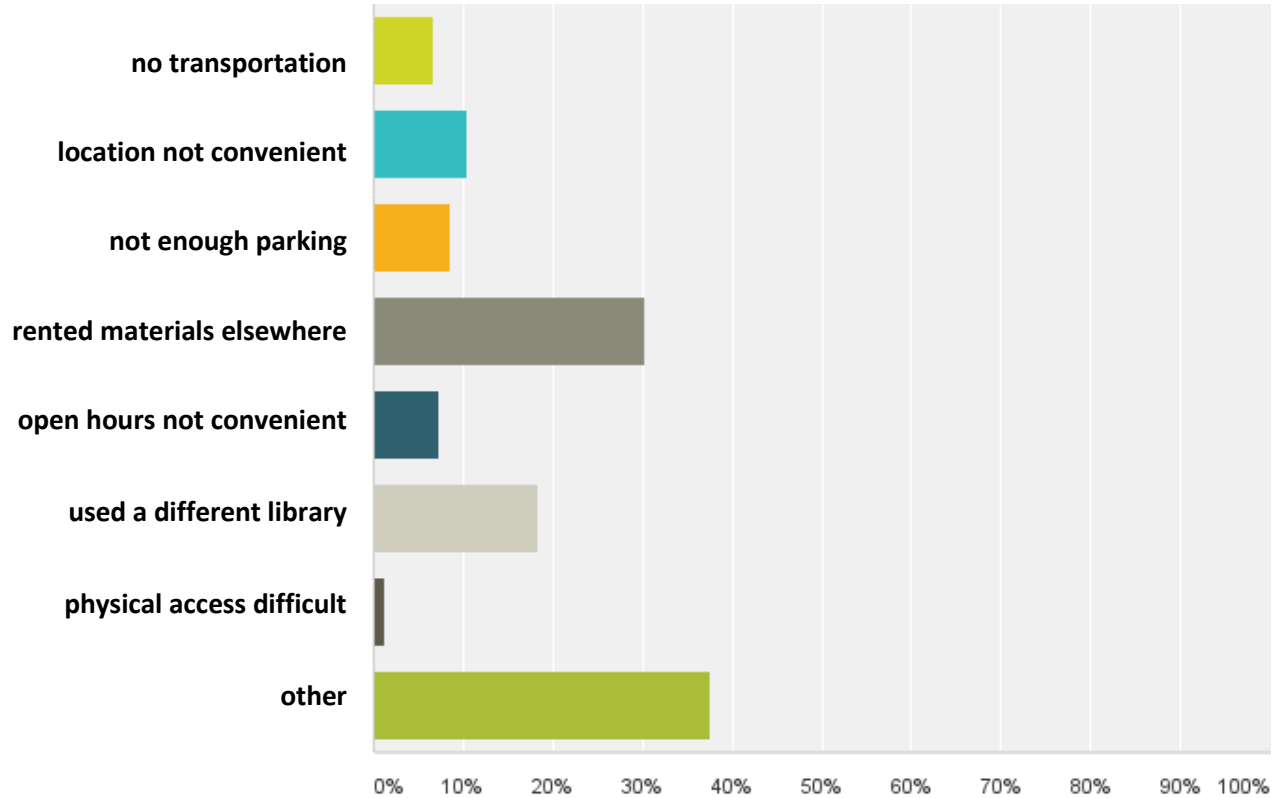
- To review the results of the needs assessment (community surveys, community planning committee meeting, staff retreat)
- To develop a “response” from the board
- To evaluate the needs assessment input
- To determine next steps in the planning process

**The Library Board approved the following three Priority Service Responses for the Library’s 2015-2018 Plan of Service:**

- i. Create Young Readers: Early Literacy
- ii. Satisfy Curiosity: Lifelong Learning
- iii. Know Your Community: Community Resources and Services

## 6. Select Survey Results

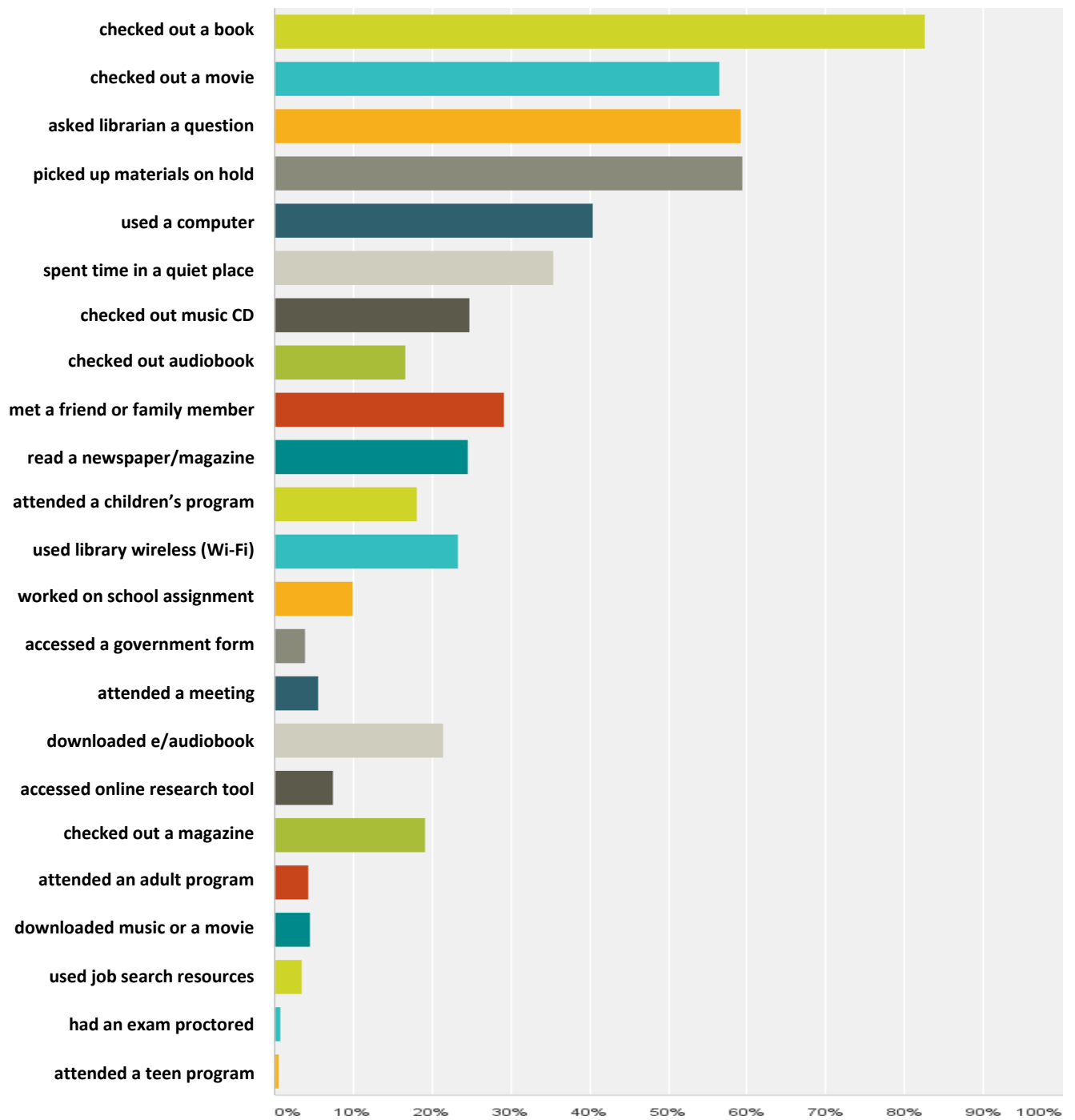
(Question asked of non-library users): Mark any of the following barriers that may have kept you from visiting FSPL:



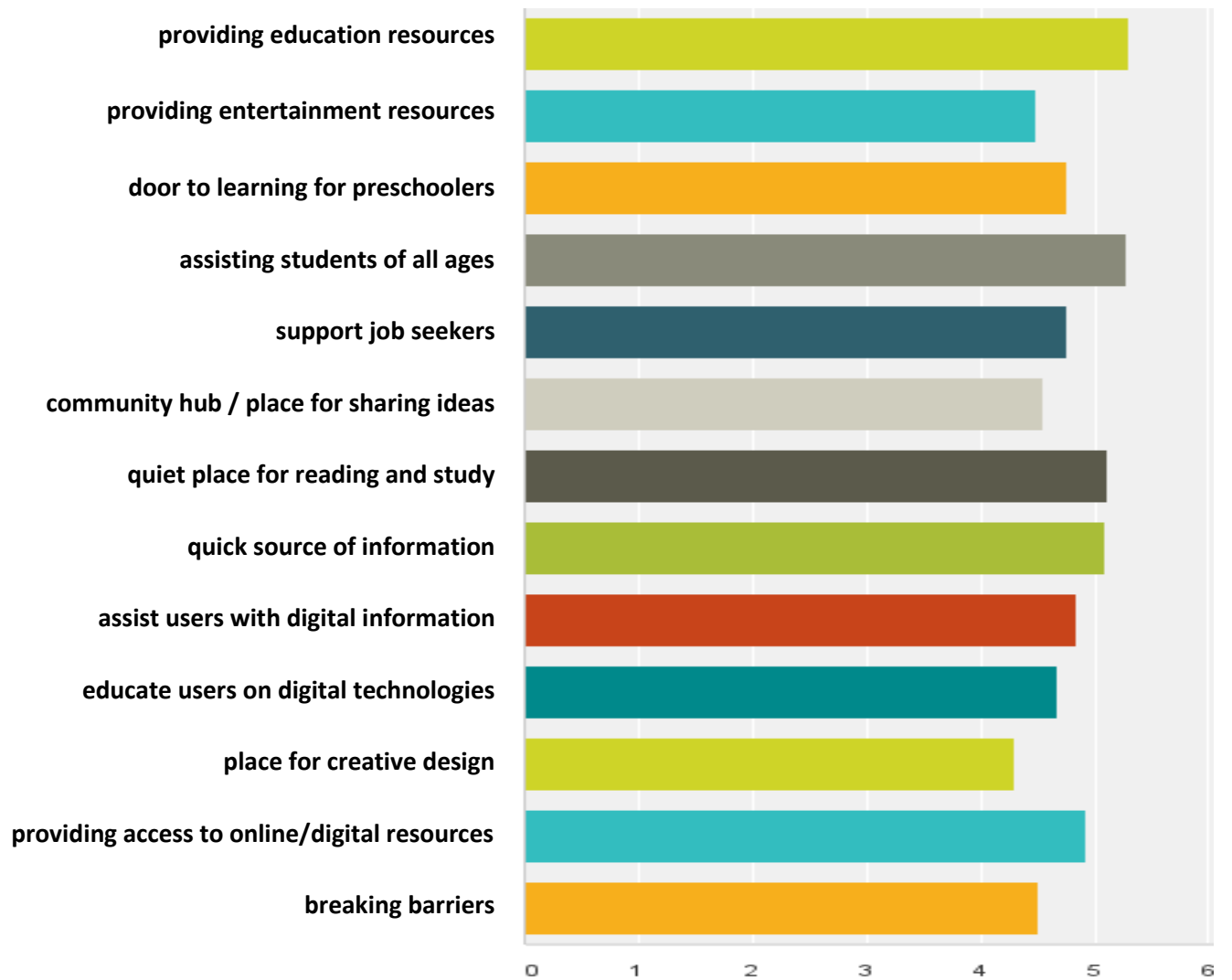
Frequent comment under 'Other':

"Don't know library location or what library has to offer."

How the Library was used in the past 12 months:



Rate the importance of each of the following roles in the community you feel the Library should play:



**“I think the library is the heart of a city.”**

## 7. Service Responses

**I. Create Young Readers: Early Literacy** – Children from birth to 5 will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

**Goal:** Children will be prepared for reading required in school

**Objectives:**

- An increase of 5-10% in number of programs offered and number of children/families attending children’s programs each year of the Plan
- An increase of 5-10% in circulation of children’s books each year of the Plan



**Means:**

- Evening and weekend programming will be explored/proposed/implemented to facilitate attendance by working parents.
- Partnerships with other agencies in the community shall be enhanced to offer increased joint programming opportunities
- Continued enhancement of print collection of children’s materials
- Increased promotion/awareness/marketing of programs and collections

**Measures:**

- Compilation and monitoring of program attendance statistics
- Implementation of evaluation forms for attendees/parents to gauge children’s programming effectiveness
- Compilation and monitoring of circulation statistics for children’s books

**Goal:** Children shall explore and learn of/from new forms of literacy

**Objectives:**

- Usage of children’s computer stations shall increase by 5-10% each year of the Plan
- Usage of children’s materials in alternative formats (e.g. read-alongs; DVDs; CDs) shall increase by 5-10% per year

**Means:**

- Evaluation of current complement of software (and hardware) offered to children on computer stations: appropriate adjustments/additions of such to enhance efficacy of learning solutions for young children
- Acquisition of tablets and other such devices with children’s applications loaded for in-house use by young children (supervised by parents)
- Offer programs to parents with expert-based recommendations regarding “screen-time,” children’s safety online, and other programs assisting parents in providing safe, educational, and enjoyable digital experiences for their children
- Continued enhancement of digital and A/V collection of children’s materials
- Increased promotion/awareness/marketing of materials

**Measures:**

- Compilation and monitoring of computer session statistics
- Compilation and monitoring of program attendance statistics
- Compilation and monitoring of circulation statistics of A/V collection of children’s materials

**II. Satisfy Curiosity: Lifelong Learning** – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

**Goal:** People of all ages shall have the opportunity to learn from each other through collaboration and the sharing of ideas.

**Objective:**

- Overall adult/family program attendance shall increase by 3-5% each year of the Plan

**Means:**

- Implementation of 3-4 “Maker” programs per year to bring together people with diverse backgrounds and various levels of expertise to collaborate in the creation of high and low-tech items
- Continued and enhanced computer one-on-one instruction offered including continued and potentially enhanced grant-funded opportunities to staff such
- Continued and enhanced joint program offerings with other agencies to bring together people with various levels of expertise and backgrounds



- Creation of a “Maker’s” space(s) in and throughout the Library to facilitate group collaboration on various projects
- Promotion/awareness/marketing of such programs, resources and facilities

**Measures:**

- Compilation and monitoring of program attendance statistics
- Implementation of evaluation forms for attendees to gauge effectiveness of such programs

**Goal:** People of all ages shall have the opportunity to learn from new sources of information in new/emerging formats.

**Objectives:**

- Usage of online research tools shall increase by 5-10% each year of the Plan
- On-site computer sessions shall increase by 2-3% each year of the Plan
- Overall usage of wi-fi and personal/mobile devices throughout the Library shall increase



**Means:**

- 1-2 programs per year shall be offered presenting our online research tools
- All Junior and Senior High schools in the Fort Saskatchewan area shall be approached and offered information literacy sessions by Library personnel (focusing on online research tools available through our Library)
- Continued and enhanced allotment of collection funds towards online resources
- Continued monitoring, evaluation, trialing, and awareness amongst Library personnel of emerging online information resources
- Enhanced promotion/awareness/marketing of our online research tools

**Measures:**

- Compilation and monitoring of online resources usage statistics (internal and via partnered agencies – e.g. *The Alberta Library*; Metro Federation; Strathcona County Library)

**Goal:** People of all ages and abilities shall have access to new technologies to provide alternative/enhanced learning experiences

**Objective:**

- Introduced technologies will experience high usage.

**Means:**

- Implementation of music, audio/visual, “smart,” mobile, and other technologies to facilitate learning on popular and emerging devices
- Building of a computer station for physically/visually challenged individuals
- Creation of various technology stations within a “Makers” space
- Enhanced promotion/awareness/marketing of new technologies available in the Library (and via Library website)

**Measures:**

- Compilation and monitoring of usage statistics for stations offering these technologies

**Goal:** People of all ages shall have the opportunity to learn from an enhanced collection of traditional library materials.

**Objective:**

- Usage of FSPL adult non-fiction books and DVDs shall grow by 3-5% each year (commencing 2016)

**Means:**

- Re-alignment of collection funds and shelving space to properly adjust ratio of non-fiction to fiction materials acquisition and shelving allotment (need focus on Adult non-fiction)

**Measures:**

- Evaluating collection funds allotment in all areas and measuring/monitoring ratio of fiction to non-fiction materials annually
- Compilation and monitoring of circulation statistics of children’s and adult non-fiction books, read-alongs, and DVDs



### III. Know Your Community: Community Resources and Services

Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.

**Goal:** People in the community will be able to learn of the services, programs and resources of other agencies in the region.

#### **Objectives:**

- Increase number of program offerings partnered with other agencies and attendance at such by 5-10% each year of the Plan
- Increase referrals by staff to other agencies
- Ensure awareness of Library services available to the community



#### **Means:**

- Continued and growing attendance by Library personnel at Interagency meetings and other meetings with personnel of other agencies
- Ensuring Library staff are aware of the services of other agencies in the community to provide referrals
- Creation of a rack of print materials from other agencies in the community; placement of rack in prominent location in Library; soliciting/encouraging regular updating of materials from other agencies
- Further development of relationship and programming with local multi-cultural associations to increase awareness of growing diversity within the community and resources available to newcomers
- Offer Library partnered programs at other agency sites
- Allowing other agencies to use Library space(s) for meetings and events (availability of such Library spaces permitting)
- Targetting awareness/marketing to people new to the community
- Enhanced promotion/awareness/marketing of Library services
- Joint promotion/advertising of partnered programs

#### **Measures:**

- Compilation and monitoring of program attendance statistics (on-site and off-site programs)

## 8. Implementation/Review:

Library staff and administration shall implement the various programs, services, and activities to ensure a consistently progressing movement toward achievement of the goals as set out in this plan. The Board shall provide its oversight throughout and review progress as part of the Board's annual retreat. At this retreat, Library administration shall present an update with relevant statistics and other information to allow the Board to properly evaluate progress and success.



## **9. Distribution List for Plan of Service 2015-2018:**

City of Fort Saskatchewan Council and Administration

Attendees of Community Planning Committee meeting

Boys and Girls Club

Family and Community Support Services

Careers Under Construction

Families First

Early Years Coalition

Elk Island Public Schools

Elk Island Catholic Schools

Interagency members (including):

EmployAbilities

Living with Loss Bereavement Support

Primary Care Network

Saffron Centre of Sherwood Park

Government of Alberta: Ministry of Jobs, Skills, Training and Labour

Robin Hood Association/Early Intervention Program

Town of Redwater Community Services

Sunflower Community Resource Program (Sturgeon County)

Parent Advocates Linking Special Services

Alberta Health Services

Child and Family Services

Strathcona Shelter Society

Building Bridges members (including):

Restorative Justice

Multicultural Association

RCMP

**Communication Tools:**

Print copies distributed to those above

Website

Social media tools



**Fort Saskatchewan Public Library**

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**Fort Saskatchewan, Alberta**

**T8L 2C5**

**[www.fspl.ca](http://www.fspl.ca)**