

Fort Saskatchewan Public Library



Plan of Service

2009-2013

Approved October 27, 2008

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Needs Assessment Documents

Note: these items are not included in this document, but are available on request.

- 2008 Survey Results
- Library Board Strategic Planning Session Summary
- Staff Input Summary

Introduction

Three words sum up our Library Board and Staff's vision for Public Library service in the next five years:

Access
Outreach
Growth

We have challenged ourselves:

- To make our Library truly accessible to everyone, and to find and eliminate barriers to library use in our community;
- To reach out to our community to ensure everyone knows about the library, and to bring Library collections and programs to people in their daily lives; and
- To ensure that our Library – its building, collections, and programs – grows with the community.

The following pages detail our plan to make this vision a reality:

- The Needs Assessment Overview provides a look at the information, including survey results and community and library profiles, which the Library Board and Staff used in developing the goals and objectives.
- The Library Board's Mission, Method, and Approach have been revisited and endorsed as part of this Plan of Service.
- An overview of the Library Board's goals and objectives followed by more detailed descriptions of each objective, along with the proposed supporting actions and expected results.
- A timeline of proposed action items, by year, with a focus on actions to be taken during the library's forthcoming three-year budget cycle, 2009-2011. Additional action items will be developed by the Library Board and Staff on an annual basis.

Statement of Approval

At the October 27, 2008 Board meeting:

Motion by Bill Santo that the 2009-2013 Plan of Service be accepted as presented. Seconded by Diane Murray. Carried.

Needs Assessment Overview

A Needs Assessment was conducted in the spring and summer of 2008. The primary means of gathering feedback from community residents was an online survey, which was advertised in both local newspapers, on the library's website and in the library. Paper versions of the survey were also made available throughout the community.

In addition, information was gathered about the City of Fort Saskatchewan and past use of the Library. This information is summarized in the Community and Library profiles which follow the summary of survey results.

Summary of 2008 Survey Results

Respondents:

- 413 responses received (online & paper)
- Primarily adults (72.5%); 14% seniors; 13.5% children & teens
- Primarily female (80%)
- 62% of respondents live in households with one or more children
- 85% of respondents live within city limits

Library Use:

- 90% of respondents visited FSPL in the past year; 45% of those visit on a weekly basis
- Primary reasons for not visiting the library was that respondents use another library (87.5%), followed by inconvenient hours and location.
- 80% of respondents reported that at least one person in their household has a library card.
- Primary reason for not having a card was that respondents use another library (57%), followed by "cards too expensive" (14%) and inconvenient hours (14%)

Services Used:

- Respondents reported the following services as being the most used:
 1. Looking at books, etc. in the library (85%)
 2. Internet computers (41%)
 3. Children's Fort and Reading Area (35%)
 4. Study Area (24%)
 5. Landmark Teen Zone (20%)
- 74% of respondents reported being aware of the Daily Delivery Service
- 90% of respondents were "Completely" or "Very Satisfied" with the reference services provided

Collections:

- Overall, the majority of respondents (67%) were "Completely" or "Very Satisfied" with the library's collections
- The collections with the highest "Not Very" and "Not at all Satisfied" rates were the CD and DVD collections for all ages – Children's (7.4%), Adult (7.0%), and Teen (5.3%)
- 118 comments were made about collections – MORE being the predominant theme.

- 83% were “Completely” or “Very Satisfied” with the library’s electronic resources.
- Need for a new website was commented on by 10 respondents

Library Hours:

- 77.6% of respondents reported being “Completely” or “Very Satisfied” with the library’s hours of opening.
- 4.2% were “Not Very” or “Not at All Satisfied”
- 13 respondents made comments requesting more library hours, primarily in the evenings and on weekends

Staff:

- 90% of respondents reported being “Completely” or “Very Satisfied” with the service received from library staff

Facility:

- 89% of respondents were “Completely” or “Very Satisfied” with the library facility overall.
- The seating and study area had the most “Not Very” and “Not at all satisfied” responses (4%)
- 94 comments made about the building. Themes included: more space, exterior of building, and need for more (quiet) seating/study area

Membership Fees:

- 21% of respondents would be willing to pay more for a library card
- 59% thought the fee should stay the same
- 20% thought the fee should be lower or eliminated.
- I don’t have a library card because...
 - *I just use the computers as a guest! I don’t read or check anything out.*
 - *I read a lot and buy my books at garage sales.*
 - *Only come in to study – no time for any other reading.*

Programs:

- 43 comments made about library programs.
- 15 requests and suggestions for additional children’s programs and compliments on current programs
- 17 requests for more adult programs
- 5 requests for additional computer training sessions
- 5 compliments on outreach to Turner Lodge

City of Fort Saskatchewan Community Profile

Projected Population to 2027

Year	Series 1 Low Assumptions	Series 2 Medium Assumptions	Series 3 High Assumptions
2007	16,152	16,152	16,152
2012	20,072	20,135	20,273
2020	27,528	28,843	30,102
2027	34,647	38,232	41,443

From the Final Report, Projection Series, City of Fort Saskatchewan (January 4, 2008)

Population by Age & Projected Growth

Age Group	2001	2001 by %	2007	2007 by %	Change from 01	2012	2012 by %	Projected change
0-14	2,850	21.7	3,067	19.0	7.6%	3,688	18.3	20.2%
15-19	1,095	8.3	1,287	8.0	17.5%	1,392	6.9	8.2%
20-24	875	6.7	1,199	7.4	37.0%	1,176	5.8	-1.9%
25-64	7,065	53.7	8,976	55.6	27.0%	11,847	58.8	32.0%
65 +	1,260	9.6	1,625	10.1	29.0%	2,032	10.1	25.0%
Total	13,145	100%	16,154	100%	22.9%	20,135	100%	24.6%

This chart uses the Series 2, Medium Assumptions, provided by the City of Fort Saskatchewan in the Final Report, Projection Series (January 4, 2008).

- Even the most modest estimate shows that the City will reach a population of 20,000 in 5 years
- The 2008 municipal census puts the population at 16,793, a 4% increase from 2006

Information from 2006 Statistic Canada Census Relevant for Planning:

- 68% of residences were single-detached houses; 18% were apartments
- 4,370 dwellings owned; 1,290 rented
- 625 single parent families
- 2660 people had moved to Fort Saskatchewan within the previous year
- 875 people reported a first language other than English or French
- Language used at home: 90 people speak French, 95 speak another language; remainder speak English
- 70 people immigrated to Canada between 2001 and 2006, another 70 were non-permanent residents; 235 were not Canadian Citizens.
- 444 people identified themselves as Aboriginal; 315 as a visible minority.
- Median income of all census families in 2005 was \$89,699
- 7% of residents lived in low income households
- 9% of residents 18 years or younger lived in low income households.
- Education (adults older than 25):
 - 10.9 % - No certificate or diploma
 - 26.3% - High school diploma
 - 18% - Apprenticeship/trades certificate
 - 31.5% - Other (including college, non-university certificate, incomplete diplomas)
 - 13.2% - University diplomas

- Top 3 occupations were 1. Trades, transport and equipment operators; 2. Sales and service occupations; and 3. Business, finance and administration
- Unemployment rate: 4.6%

Additional Information from City of Fort Saskatchewan:

- Top employers:
 - Shell Canada (600 + contract)
 - Sherritt International (600)
 - Dow Canada (560 + contract)
 - Agrium Inc. (527 + contract incl. Redwater)
 - Elk Island Public and Catholic Schools (316 total)
 - City of Fort Saskatchewan (300)
 - Fort Saskatchewan Correctional Institute (252)
 - Capital Health (200)
 - Business Community (3,500 +)
- Business Climate and Industries:
 - Primary market area includes Gibbons, Lamont, Mundare, Redwater, and portions of both Strathcona and Sturgeon Counties (total population 44,014)
 - Secondary market area includes Smoky Lake, Two Hills, Thorhild, and Waskatenau (total population 10, 248)
 - Over 21 plants with 3,000 employees are located in and around the city
- Alberta Industrial Heartland:
 - Fort Saskatchewan borders Alberta's Industrial Heartland – Canada's largest hydrocarbon processing region
 - As of April 2008, over \$90 billion of oil, gas, chemical and petrochemical investments are proposed for the region by 2020
 - Each hectare of industrial heartland developed results in 10 new jobs, 6 homes built, \$24,000 spent in the community, and \$30,000 in annual municipal revenue.
- Schools:
 - 7 daycares/play schools
 - 6 elementary schools
 - 3 junior high schools
 - 2 high schools
 - 1 Christian school
 - 1 Outreach high school
 - Commuting distance to the University of Alberta, NAIT, Grant MacEwan, Concordia College, and other post-secondary/training institutions in Edmonton
- Family and Community Support Services include FCSS programs, Community Social Programs and services such as AADAC, Boys and Girls Club, Caring Seniors, Careers Under Construction, and the Seniors Resource Centre.
- Numerous Recreation and Cultural Facilities and programs such as the Dow Centennial Centre, Pioneer House, the Museum, and a variety of sports facilities.

Fort Saskatchewan Public Library Profile

Library Services:

- Library collections include print and non-print materials, materials for children, teens and adults, recreational and informational resources, as well as specialized collections (i.e. large print)
- Reference and Reader's Advisory Services
- Public access computers (with Office 2007) and wireless Internet access (both free to the public)
- Online access to the library catalogue and research database
- Programs for preschool children, school age children, teens, adults and seniors.
- Outreach activities to schools and community groups
- Access to collections at Strathcona County, Edmonton and St. Albert Public Libraries through partnership with SCL, the Metro Library Federation and MAGNET
- Access to collections across the province through interlibrary loan and TAL card programs
- 63 opening hours each week (59 in July and August), including 12 evening hours and 11 (7) weekend hours
- Book delivery to Turner Lodge and Southfort Bend the Gardens
- DAISY readers and book collection for print disabled patrons

Library Service Use Statistics*:

	2002	2003	2004	2005	2006	2007
Population	12,078	13,472	13,824	14,685	14,957	16,146
Cardholders	1,707	1,737	1,657	1,605	1,945	2,051
Circulation	147,487	139,275	140,168	83,305	117,577	126,215
Visits	104,468	99,750	102,672	104,044	104,350	97,933
Reference	762	2,900	408	4,325	4,450	5,300
Computer Use	6,812	3,536	6,708	16,650	13,146	13,731
Prog. Att.	1,914	4,314	4,855	2,976	4,651	4,015

Library Use Per Capita*:

	2002	2003	2004	2005	2006	2007
Cardholders (%)	14.1	12.9	12.0	10.9	13.0	12.7
Circulation	12.21	10.34	10.14	5.67	7.86	7.82
Visits	8.65	7.40	7.43	7.09	6.98	6.07
Reference	0.06	0.22	0.03	0.29	0.30	0.33
Computer Use	0.56	0.26	0.49	1.13	0.88	0.85
Prog. Att.	0.16	0.32	0.35	0.20	0.31	0.25

* 2005 circ stats are only partial due to implementation of Horizon system; computer use stats are estimated based on surveys 2002-2005 and actual counts from PC Reservation software (2006-2007); program attendance statistics exclude use of program room by external groups such as families first.

Library Use January – July, 2008:

- 53,340 library visits (up 7% over 2007)
- 77,954 items circulated (up 6%)
- 838 new or renewed library cards (up 4%)
- 7,792 computer sessions (up 18%)

Library Facility and Space Needs:

- The current library facility has 11,395 square feet of space, which meets the Essential Service Level requirements for the city’s current population.
- Additional seating spaces are needed to meet current needs (FSPL has 60 user seats but should have 84)
- No room for growth.
- The 2008 Update to the Space Needs Assessment indicates that a facility of 20,000 square feet would provide “Excellent” service for a population of 20,000; “Enhanced” for 27,500; and “Essential” for 35,000. These population projections are similar to those being used by the City in planning the Civic Plaza project, which is being built to serve a population of 25,000-30,000.

Financial Resources:

Description	2002	2007	2008 (budget)
Population	13,472	16,146	16,793
Total Revenue	\$389,447	\$549,383	\$561,685
Revenue Per Capita	\$28.91	\$34.03	\$33.45
City of Fort Sask. Operating Grant	\$281,934	\$404,800	\$439,704
City Grant Per Capita	\$20.93	\$25.07	\$26.18
Total Expenditures	\$373,410	\$492,185	\$561,685
Expenditures Per Capita	\$27.71	\$30.48	\$33.45
Materials Expenditures Per Capita	\$4.74	\$5.43*	\$4.41
Staff Expenditures Per Capita	\$19.08	\$21.09	\$25.67

Estimated Return on Investment in the Library for 2007:

Materials & Services	Estimated Benefits
126,215 books and materials borrowed: if purchased, average retail price would be \$25 each	\$3,155,375
5,300 research questions answered in person by library staff: if the charge was \$5 per inquiry	\$26,500
13,731 Internet sessions at \$2 per session fee	\$27,462
4015 people attended 309 programs: if there were a \$3 admission	\$12,045
Total Benefits to Community	\$3,221,382
Less 2007 Expenditures	\$492,185
Total Return on Investment	\$2,729,197
Benefit to Cost Ratio	6.5 : 1

Mission, Method, and Approach

Our Mission

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 Trustees Association.

Revised April 5, 2002

Goals and Objectives, 2009-2013

1. The Library is accessible to everyone.

1.1. Physical, financial, and social barriers to library use have been found and eliminated.

2. The Library reaches out to the community.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.

2.2. Residents encounter and access library programs, collections, and services throughout the community.

3. The Library grows with the community.

3.1. Library collections meet increasing needs.

3.2. People of all ages attend a diverse range of Library programs.

3.3. The Library has space for people of all ages to enjoy being in the Library.

3.4. A plan for Library renovation and expansion has been developed.

1. The Library is accessible to everyone

1.1 OBJECTIVE:	<i>Physical, financial, and social barriers to library use have been found and eliminated.</i>
Target Groups:	<ul style="list-style-type: none">• Newcomers to Canada and Fort Saskatchewan, including temporary workers and temporary foreign workers• Low income residents• Persons with physical disabilities• Marginalized groups such as teen parents
Supporting Actions:	<ul style="list-style-type: none">• Reach out to the community to promote library services and learn about barriers to library use (see Goal 2).• Provide free library cards to newcomers and temporary workers to welcome them to our community.• Develop special promotions that provide free library cards or forgive fines.• Reduce and eventually eliminate library card fees.• Change or cover exterior ramp to provide better access to Library building.• Fix Library washrooms to provide better wheelchair access.• Improve access to shelving throughout the library.• Expand collections available to people with print disabilities, including DAISY books, audio books, and large print books.• Expand collections and programs for adult literacy and ESL learners.• Develop a home book delivery service for seniors unable to visit the library themselves.• Provide access to current collections in world languages to meet community needs.• Provide access to world newspapers through an online database such as Press Display.
Desired Outcomes:	<ul style="list-style-type: none">• Increased and more diverse membership.• Increased attendance at library events and programs• Positive feedback from surveys of new library members.• Physical plant changes to the library have been implemented to increase accessibility.
Responsibilities:	
Library Board	<ul style="list-style-type: none">• Secure funding for needed facility upgrades, to launch new initiatives, and to replace revenue in support of reduced library card fees.• Revise policies regarding membership fees for residents and non-residents.
Director & Staff	<ul style="list-style-type: none">• Manage facility upgrades.• Implement programs and services described in the supporting actions above.

2. The Library reaches out to the community

- 2.1 OBJECTIVE:** *Everyone in Fort Saskatchewan knows where the Library is and what services it offers.*
- Target Groups:**
- All residents of Fort Saskatchewan
 - Marginalized populations including low income residents, newcomers, teen parents, homebound seniors, and persons with disabilities.
- Supporting Actions:**
- Develop and implement a marketing campaign to improve Library's communication with community.
 - Advertise collections and services in addition to programs (i.e. include a "did you know" fact at the bottom of program brochures).
 - Promote library services to plants and local business employees; possibly partner with Chamber of Commerce.
 - Improve exterior signage on Library building.
 - Work with City staff to improve street signs directing drivers to Library.
 - New website.
 - Create new avenues for community involvement in the library through volunteer and sponsorship opportunities.
 - Target specific groups such as newcomers with specially designed marketing to draw new users into the library (such as a "Newcomers" month).
 - Staff and Board members attend community functions and speak to groups such as the Legion, Rotary Club, and Chamber of Commerce about Library services.
 - Library staff continues to work with community groups and agencies to ensure social services staff are aware of library services their clients can access.
 - Guest speakers, such as retirees, from community invited to participate in programs.
 - Displays throughout the community, both as stand-alone displays and staffed displays at community events such as Neighbour Day.
 - Consider liaising with church libraries to promote library services.
- Desired Outcomes:**
- Increased awareness of the library throughout the community, as measured by survey results.
 - Increased library use: visits, circulation, membership rates (resident and non-resident), and website visits.
 - Increased participation in programs
 - Increase requests for TAL cards and use of Interlibrary Loan service.

Responsibilities:

- | | |
|------------------|---|
| Library Board | <ul style="list-style-type: none">• Secure additional funding required for above initiatives.• Increase advocacy efforts throughout the community. |
| Director & Staff | <ul style="list-style-type: none">• Implement programs and services described in the supporting actions above |

2.2 OBJECTIVE: *Residents encounter and access library programs, collections, and services throughout the community.*

- Target Groups:**
- All residents of Fort Saskatchewan: children, teens, adults and seniors
 - Marginalized populations including low income residents, newcomers, teen parents, seniors, and persons with disabilities.
 - Small business owners, community groups

- Supporting Actions:**
- Library programs are held in a variety of locations throughout the community.
 - Mini-satellite collections are located throughout the community (i.e. in seniors' residences, hospital, fitness centres, and day-cares).
 - Invite community groups to use the library.
 - Mini-van with lap-top based check out system to visit Westpark, DCC, day-cares, senior's centres, churches, Valley ridge.
 - Develop a network of volunteers to assist with outreach programming.

- Desired Outcomes:**
- Business and community groups provide consistent feedback.
 - Awareness of resources and events increases.
 - Increased inter-agency programming.

Responsibilities:

- | | |
|------------------|---|
| Library Board | <ul style="list-style-type: none">• Secure additional funding required for above initiatives.• Increase advocacy efforts throughout the community. |
| Director & Staff | <ul style="list-style-type: none">• Implement programs and services described in the supporting actions above. |

3. The Library grows with the community

3.1	OBJECTIVE:	<i>Library collections meet increasing needs.</i>
	Target Group:	<ul style="list-style-type: none">• Children• Teens• Adults• Seniors
	Supporting Actions:	<ul style="list-style-type: none">• Enhance current collections for all ages by using additional funding to ensure collections are current and relevant, and by weeding older and worn materials from the collection.• Increase the size of the adult and children’s CD collections, and purchase space effective shelving units.• Increase the size of the children’s DVD collection.• Work with teachers and school librarians to ensure children’s and teen collections are meeting curriculum needs.• Continue to increase the size of the large print collection.• Develop mini-satellite collections to make available at locations throughout the community.• Ask library members for additional feedback on library collections; develop easier ways for members to make purchase requests.
	Desired Outcomes:	<ul style="list-style-type: none">• Increased circulation of collections.• Increased positive feedback about collections on surveys.
	Responsibilities:	
	Library Board	<ul style="list-style-type: none">• Secure funding for increased spending on library collections to support new initiatives.
	Director & Staff	<ul style="list-style-type: none">• Implement supporting actions above.

3.2	OBJECTIVE:	<i>People of all ages attend a diverse range of Library programs.</i>
	Target Group:	<ul style="list-style-type: none">• Children• Teens• Adults• Seniors
	Supporting Actions:	<ul style="list-style-type: none">• Increased programming for all age groups• Provide preschool programs at new times, including evenings and weekends.

- Increased programming for school aged children (i.e. information scavenger hunts on computers; board game programs; library treasure hunts; tutoring programs)
- Increased programming for Teens (i.e. “Teens Only” evening at the library – computer games, mini-golf course in library, Wii games, rock band, etc.)
- Increase day time programming for adults, aimed at seniors (i.e. programs taught by retired people, such as Jazz program at SCL or ESL and literacy programs, games afternoons for scrabble or cards).
- Additional program for Adults and Seniors (i.e. seasonal programs such as gardening program, cooking classes, or craft classes).
- “Navigating the library” orientation for new library members
- Themed months throughout the year (i.e. Welcome Newcomers Month)
- Movie night with popcorn, etc. Documentaries as well as popular movies.

Desired Outcomes:

- A comprehensive package of unique, popular programs is being offered.
- Increased participation in programs.
- Increased satisfaction with programs.

Responsibilities:

Library Board

- Secure funding to expand library programs.

Director & Staff

- Implement supporting actions above.

3.3 OBJECTIVE:

The Library has space for people of all ages to enjoy being in the Library.

Target Group:

- Children
- Teens
- Adults
- Seniors
- Students

Supporting Actions:

- Create a quiet study area.
- Create a quiet reading area with a “living room” feel and perhaps a fireplace.
- Displays in children’s area (i.e. Engineer’s corner, climate change, aquarium).
- Create a self pick up holds shelf.
- Vending machine with healthier drink choices.
- Expand coffee shop idea to include a leased space/revenue area; area for people to meet and visit in the library.

- Desired Outcomes:**
- Increased visits to the library. People stay longer.
- Responsibilities:**
- Library Board
- Secure additional funding required for above initiatives.
- Director & Staff
- Implement programs and services described in the supporting actions above.

3.4 OBJECTIVE: ***A plan for Library renovation and expansion has been developed.***

- Target Group:**
- All residents of Fort Saskatchewan
 - City Council and Administration
- Supporting Actions:**
- The Library Board advocates for Library space needs with City Council, the Provincial Government, and community members and organizations.
 - Work with architects to complete the Functional Program.
 - Secure funding to proceed with design phase.
 - Conduct tender process to select architect.
 - Work with architect to develop plan and budget.
 - Gather staff input on layout and design features.
 - Incorporate LEEDS standards into design.
 - Secure funding to proceed with library building renovation and expansion.
- Desired Outcomes:**
- A plan for expansion, including budget, has been created.
 - The Library Board has secured funding to implement the plan.
- Responsibilities:**
- Library Board
- Lobby City Council and other potential funders for funding to renovate and expand Library Building
 - Work with Architect to develop plan and budget for renovation
- Director & Staff
- Provide input into design aspects of library plan.

Summary of Action Items by Year

Ongoing Action Items

- 1.1. Physical, financial and social barriers to library use have been found and eliminated.**
- Reach out to the community to learn about barriers to library use.
 - Improve access to shelving throughout the library.
- 2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.**
- Advertise collections and services in addition to programs (i.e. include a “did you know” fact at the bottom of program brochures).
 - Staff and Board members attend community functions and speak to groups such as the Legion, Rotary Club, and Chamber of Commerce about Library services.
 - Library staff continues to work with community groups and agencies to ensure social services staff are aware of library services their clients can access.
 - Create new avenues for community involvement in the library through volunteer and sponsorship opportunities.
 - Guest speakers, such as retirees, from community invited to participate in programs.
 - Displays throughout the community, both as stand-alone displays and staffed displays at community events such as Neighbour Day.
 - Consider liaising with church libraries to promote library services.
- 2.2. Residents encounter and access library programs, collections and services throughout the community.**
- Invite community groups to use the library.
- 3.1. Library collections meet increasing needs.**
- Enhance current collections for all ages by using additional funding to ensure collections are current and relevant, and by weeding older and worn materials from the collection.
- 3.2. People of all ages attend a diverse range of Library programs.**
- Increased programming for all age groups.
- 3.3. The Library has space for residents of all ages to enjoy being in the Library.**
- See specific activities for 2009-2013 below.
- 3.4. A plan for Library renovation and expansion has been developed.**
- The Library Board advocates for Library space needs with City Council, the Provincial Government, and community members and organizations.
-

2009 Action Items

1.1. Physical, financial and social barriers to library use have been found and eliminated.

- Provide free library cards to newcomers and temporary workers to welcome them to our community.
- Develop special promotions to provide free library cards or forgive fines.
- Fix Library washrooms to provide better wheelchair access.
- Continue work on on-going activities for this objective.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.

- Work with City staff to improve street signs directing drivers to Library.
- New website.
- Develop and implement a marketing campaign to improve Library's communication with community.
- Target specific groups such as newcomers with specially designed marketing to draw new users into the library (such as a "Newcomers" month).
- Continue work on on-going activities for this objective.

2.2. Residents encounter and access library programs, collections and services throughout the community.

- Continue work on on-going activities for this objective.

3.1. Library collections meet increasing needs.

- Ask library members for additional feedback on library collections; develop easier ways for members to make purchase requests.
- Increase the size of the children's DVD collection.

3.2. People of all ages attend a diverse range of Library programs.

- Increased programming for Teens (i.e. "Teens Only" evening at the library – computer games, mini-golf course in library, Wii games, rock band, etc.)
- Increase day time programming for adults, aimed at seniors (i.e. programs taught by retired people, such as Jazz program at SCL or ESL and literacy programs, games afternoons for scrabble or cards).

3.3. The Library has space for residents of all ages to enjoy being in the Library.

- Create a quiet study area.
- Create a quiet reading area with a "living room" feel and perhaps a fireplace.

3.4. A plan for Library renovation and expansion has been developed.

- Work with architects to complete the Functional Program.
 - Continue work on on-going activities for this objective.
-

2010 Action Items

1.1. Physical, financial and social barriers to library use have been found and eliminated.

- Reduce library card fees
- Change or cover exterior ramp to provide better access to Library building.
- Provide access to current collections in world languages to meet community needs.
- Provide access to world newspapers through an online database such as Press Display
- Continue work on on-going activities for this objective.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.

- Improve exterior signage on Library building.
- Promote library services to plants and local business employees; possibly partner with Chamber of Commerce.
- Continue work on on-going activities for this objective.

2.2. Residents encounter and access library programs, collections and services throughout the community.

- Develop a network of volunteers to assist with outreach programming.
- Library programs are held in a variety of locations throughout the community.
- Continue work on on-going activities for this objective.

3.1. Library collections meet increasing needs.

- Work with teachers and school librarians to ensure children's and teen collections are meeting curriculum needs.
- Increase the size of the adult and children's CD collections, and purchase space effective shelving units.
- Continue work on on-going activities for this objective.

3.2. People of all ages attend a diverse range of Library programs.

- Increased programming for school aged children (i.e. information scavenger hunts on computers; board game programs; library treasure hunts; tutoring programs)
- Movie night with popcorn, etc. Documentaries as well as popular movies.
- Themed months throughout the year (i.e. Welcome Newcomers Month)
- Continue work on on-going activities for this objective.

3.3. The Library has space for residents of all ages to enjoy being in the Library.

- Vending machines with healthier drink choices.

3.4. A plan for Library renovation and expansion has been developed.

- Secure funding to proceed with design phase.
 - Continue work on on-going activities for this objective.
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2011 Action Items

1.1. Physical, financial and social barriers to library use have been found and eliminated.

- Expand collections and programs for adult literacy and ESL learners.
- Develop a home book delivery service for seniors unable to visit the library themselves.
- Expand collections available to people with print disabilities, including DAISY books, audio books, and large print books.
- Continue work on on-going activities for this objective.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.

- Continue work on on-going activities for this objective.

2.2. Residents encounter and access library programs, collections and services throughout the community.

- Mini-satellite collections are located throughout the community (i.e. in seniors' residences, hospital, fitness centres, and day-cares).
- Continue work on on-going activities for this objective.

3.1. Library collections meet increasing needs.

- Continue to increase the size of the large print collection.
- Develop mini-satellite collections to make available at locations throughout the community.
- Continue work on on-going activities for this objective.

3.2. People of all ages attend a diverse range of Library programs.

- Provide preschool programs at new times, including evenings and weekends.
- Additional program for Adults and Seniors (i.e. seasonal programs such as gardening program, cooking classes, or craft classes).
- "Navigating the library" orientation for new library members
- Continue work on on-going activities for this objective.

3.3. The Library has space for residents of all ages to enjoy being in the Library.

- Displays in children's area (i.e. Engineer's corner, climate change display, aquarium).
- Create a self-pickup hold shelf.

3.4. A plan for Library renovation and expansion has been developed.

- Conduct tender process to select architect.
 - Continue work on on-going activities for this objective.
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2012 Action Items

1.1. Physical, financial and social barriers to library use have been found and eliminated.

- Eliminate library card fees.
- Continue work on on-going activities for this objective.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.

- Continue work on on-going activities for this objective.

2.2. Residents encounter and access library programs, collections and services throughout the community.

- Continue work on on-going activities for this objective.

3.1. Library collections meet increasing needs.

- Continue work on on-going activities for this objective.

3.2. People of all ages attend a diverse range of Library programs.

- Continue work on on-going activities for this objective.

3.3. The Library has space for residents of all ages to enjoy being in the Library.

- Begin work on expanding coffee shop idea to include a leased space/revenue area for people to meet and visit in the Library.

3.4. A plan for Library renovation and expansion has been developed.

- Work with architect to develop plan and budget.
 - Gather staff input on layout and design features.
 - Continue work on on-going activities for this objective.
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2013 Action Items

1.1. Physical, financial and social barriers to library use have been found and eliminated.

- Continue work on on-going activities for this objective.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers.

- Continue work on on-going activities for this objective.

2.2. Residents encounter and access library programs, collections and services throughout the community.

- Mini-van with lap-top based check out system to visit Westpark, DCC, day-cares, senior's centres, churches, Valley ridge.
- Continue work on on-going activities for this objective.

3.1. Library collections meet increasing needs.

- Continue work on on-going activities for this objective.

3.2. People of all ages attend a diverse range of Library programs.

- Continue work on on-going activities for this objective.

3.3. The Library has space for residents of all ages to enjoy being in the Library.

- Expand coffee shop idea to include a leased space/revenue area for people to meet and visit in the Library.

3.4. A plan for Library renovation and expansion has been developed.

- Secure funding to proceed with library building renovation and expansion.
 - Continue work on on-going activities for this objective.
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Fort Saskatchewan Public Library Plan of Service 2009-2013, 2009 Addendum



Approved: March 23, 2009

Introduction

The Fort Saskatchewan Public Library Board and senior staff met for a full-day strategic planning session on February 28, 2009. The main objective for the day was to review and prioritize the action items planned for 2009 and 2010.

The day began with a PEST (Political, Economic, Social, and Technological) analysis, to examine changes in the library's environment that will affect the plan of service (see attached notes). In spite of changes in the library's political, economic, and social climate, all of the goals and objectives from the Plan of Service were re-endorsed by participants as being relevant and achievable, with one revision: Objective 3.4 has been revised to read "The Library has been renovated and or/expanded to meet future needs."

All goals and objectives from the Plan of Service were re-endorsed by participants as being relevant and achievable, with one revision, despite changes in the library's political, economic, and social climate. Some actions, however, will need to be scaled back somewhat in order to be accommodated within the library's budget for 2009.

The on-going action items were reviewed; with no significant changes (one minor wording change was made). The action items for 2009 and 2010 were revised to reflect new priorities and budget considerations. The revised schedule of action items for 2009 and 2010 follows.

2009 Action Items

*denotes priority item

1.1. Physical, financial and social barriers to library use have been found and eliminated.

- Provide free library cards to newcomers and temporary workers to welcome them to our community.
- Develop special promotions to provide free library cards.
- Fix Library washrooms to provide better wheelchair access.
- Continue work on on-going activities for this objective.
- Resurface exterior ramp to provide better access to library building.

2.1. Everyone in Fort Saskatchewan knows where the Library is and what

- **Launch new website that allows for easy updates by staff and easier customer access to resources such as the online catalogue.***

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| services it offers. | <ul style="list-style-type: none"> • Develop and implement a marketing campaign to improve Library’s communication with community, with specially designed marketing to draw new users into the library (such as a “Newcomers” month). • Continue work on on-going activities for this objective. |
| 2.2. Residents encounter and access library programs, collections and services throughout the community. | <ul style="list-style-type: none"> • Continue work on on-going activities for this objective. |
| 3.1. Library collections meet increasing needs. | <ul style="list-style-type: none"> • Ask library members for additional feedback on library collections; develop easier ways for members to make purchase requests (for example, using online request forms on the website). • Increase the size of the children’s media collections. |
| 3.2. People of all ages attend a diverse range of Library programs. | <ul style="list-style-type: none"> • Increased programming for youth (i.e. “Teens Only” evening at the library – computer games, mini-golf course in library, Wii games, rock band, etc.) • Increase day time programming for adults, aimed at seniors (i.e. programs taught by retired people, such as Jazz program at SCL or ESL and literacy programs, games afternoons for scrabble or cards). • Movie programs with popcorn, etc. Documentaries as well as popular movies. |
| 3.3. The Library has space for residents of all ages to enjoy being in the Library. | <ul style="list-style-type: none"> • Create a quiet study area.* • Create a quiet reading area with a “living room” feel and perhaps a fireplace. |
| 3.4. A plan for Library renovation and expansion has been developed. | <ul style="list-style-type: none"> • Work with the newly formed Civic Precinct and Civic Advisory Committee* • Continue work on on-going activities for this objective. |

2010 Action Items

*denotes priority item

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|--|---|
| 1.1. Physical, financial and social barriers to library use have been found and eliminated. | <ul style="list-style-type: none"> • Reduce library card fees • Increase access to current collections in world languages to meet community needs. • Provide access to world newspapers through an online database such as Press Display • Continue work on on-going activities for this objective. |
| 2.1. Everyone in Fort Saskatchewan knows where the Library is and what services it offers. | <ul style="list-style-type: none"> • Improve exterior signage on Library building. • Promote library services to plants and local business employees; for example, partner with Chamber of Commerce. • Continue work on on-going activities for this objective. |

2.2. Residents encounter and access library programs, collections and services throughout the community.

- **Expand the network of volunteers to assist with outreach programming.***
- Library programs are held in a variety of locations throughout the community.
- Continue work on on-going activities for this objective.

3.1. Library collections meet increasing needs.

- Work with teachers and school librarians to ensure children's and teen collections are meeting curriculum needs.
- **Increase the size of the media collections, and purchase space effective shelving units.***
- Continue work on on-going activities for this objective.

3.2. People of all ages attend a diverse range of Library programs.

- Increased programming for school aged children (i.e. information scavenger hunts on computers; board game programs; library treasure hunts; tutoring programs)
- Themed months throughout the year (i.e. Welcome Newcomers Month)
- Continue work on on-going activities for this objective.

3.3. The Library has space for residents of all ages to enjoy being in the Library.

- Upgrade facility as appropriate.

3.4. A plan for Library renovation and expansion has been developed.

- Evaluate plans for space needs based on the Civic Precinct and Civic Advisory Committee outcomes
 - Continue work on on-going activities for this objective.
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