

**DIDSBURY MUNICIPAL LIBRARY
PLAN OF SERVICE
2011 – 2014**

**2033 19 Avenue
PO Box 10
Didsbury, Alberta T0M 0W0
403 335-3142
403 335-3141
didsburylibrary@libs.prl.ab.ca
<http://dml.prl.ab.ca>**

TABLE OF CONTENTS

Acknowledgements and Statement of Approval and Accountability.....p. 2
Vision, Mission and Values.....p. 3
Library Profile.....p. 4
Needs Assessment.....p. 5 - 8
Plan of Service Areas.....p. 9 - 21

Appendix A: Needs Assessment Community Consultation Final Report...p. 22 – 31
Appendix B: Agenda for Board Staff Planning Meeting.....p. 31 - 32

Didsbury Municipal Library Plan of Service 2011-2015

ACKNOWLEDGEMENTS

Didsbury Municipal Library would like to acknowledge those that provided assistance and support in the planning and implementation of our strategic planning and community consultation processes:

- Facilitation and consultation provided by Alberta Culture & Community Spirit, Community Development Branch, Central Region, Red Deer Office – Victor Moisan, Community Development Officer
- Consultation provided by Alberta Municipal Affairs, Library Services
- Consultation provided by Parkland Regional Library System
- And last, but not by any means least, those who volunteered their entire day in a focused discussion group called the Community Committee: Bob Davidson, Carol Haire, Paula Harris, Wendy Morton, Barbara and Grace Nation, Peter Versluys, and Sharon Wagner

STATEMENT OF APPROVAL AND ACCOUNTABILITY

The strategic plan for the three years commencing December 3, 2011 was prepared under the direction of the Town of Didsbury Library Board, and in accordance with Alberta Libraries Regulation (AR 141 / 98). The Board and Staff of the library are committed to achieving the planned results laid out in this plan.

For libraries in Alberta, planning is mandated. Libraries Regulation, Section 13 states the following:

- (1) In managing and controlling a municipal library, a municipal board shall
 - (a) Within 3 years of being established, develop and file with the Minister a plan of service with a mission statement and goals and objectives based on a needs assessment of the municipality, and
 - (b) Annually review its plan of service.
- (2) A municipal board shall file with the Minister a copy of its current plan of service with goals and objectives not less frequently than ever 5 years following the date on which the plan was previously filed with the Minister.

SOURCE: AR 141/98 s13; 193/2003; 172/2007

MOTION:

Motion made by: NAME. Motion seconded by: NAME. Carried.

Date of Board Meeting: Monday, March 21, 2011

Original signed by

Name: _____, Chairperson

Date: _____

Framework Statements ~ Values and Beliefs

We value:

- **Imagination**
- **Knowledge**
- **Freedom**
- **Accessibility**
- **Joy**
- **Diversity**
- **Information**
- **Passion for reading**
- **and Connection – both socially and technologically**

We believe that our library should:

- Be considered an essential service in our community
- Be a comfortable and welcoming place

Vision Statement:

The Didsbury Municipal Library is a community hub that makes the world of information, imagination, and ideas freely accessible to all.

Mission Statement:

With creativity and innovation we will strive toward our vision by:

- Being sensitive to the needs of our community
- Providing a balanced collection
- Providing excellent customer service
- Providing a welcoming environment
- Endorsing the Canadian Library Association statement on intellectual freedom
- Making current information technology available to our customers
- Sharing resources
- Developing partnerships that enhance our services

Didsbury Municipal Library Plan of Service 2011-2015

LIBRARY PROFILE

History:

The Town of Didsbury Library was originally formed in January, 1908, the first public library to receive the Alberta Library operating grant in 1909.

The Town of Didsbury has always supported library services and enabled us to be a strong partner in the regional and provincial library networks.

Access:

The Library is open 6 days a week for a total of 51 hours, year round.

Online library services are available through the Integrated Library Catalogue of Parkland Regional. Our website is <http://dml.prl.ab.ca> and we are on Facebook and Twitter

Governance:

The Town of Didsbury Library is governed by a volunteer board consisting of:

1 Town Councillor, 1 County Council, and 8 Community Members at Large

Human Resources:

The Town of Didsbury Library has staff year round with a full-time equivalency of 4.5

Volunteers provided over 700 hours of volunteer services.

Community:

Didsbury is a lovely community of almost 5000 people, nestled in the foothills, midway between Calgary and Red Deer. It has all the amenities that make it a vibrant home for young families and retirees alike; a pool, a curling rink, an arena, and a very busy library!

Partnerships:

Didsbury Library partners with local agencies such as Community Services, Seniors Supports, playschools and daycares, Aspen Ridge Lodge, and our schools to provide services and programs for our citizens of all ages. Didsbury is also an active partner in Parkland Regional Library System, The Alberta Library and the Alberta Public Library Electronic Network, enabling us to share resources and expertise. In this regard, Didsbury Library lends to other libraries as much as it borrows.

Borrowers:

1886 active borrower cards in 2010.

Circulation:

Circulated over 66,000 items in 2010, with over 9000 items used in-house use and 4400 reference transactions and more than 300,000 virtual visits to the library.

Resource sharing:

We borrowed over 18,000 items and lent over 20,000

Collection:

Just over 24,000 items in the collection (books, movies, music, and magazines)

Programming:

More than 3,000 participants enjoyed approximately 500 program sessions

Technology:

11 public access computers were used for a total of over 5,000 hours

The Didsbury Municipal Library is a community hub that makes the world of information, imagination, and ideas freely accessible to all.

NEEDS ASSESSMENT

Evidence-based needs assessment is a crucial part of determining community priorities on which to base library Plan of Service areas. 150 patron satisfaction surveys were supplemented by a community-wide consultation forum, held on February 7, 2011. The process for the forum was developed by Victor Moisan, Community Development Officer with Alberta Culture & Community Spirit, Community Development Branch – Central Region, Red Deer Office. The process was modified from the Planning Guide & Workbook developed by Alberta Municipal Affairs, Public Library Services Branch (designed by Ken Feser). All information concerning the forum, including process and raw data results, is included in this document in Appendix A.

In addition to the work done by the Community Committee, the Library Manager prepared the following information for the Board to consider:

Looking around:

- Customer Satisfaction surveys:
 - are posted in the library
 - copies were not made for everyone, but responses are positive and affirming
 - customers value library services and appreciate those who deliver them
 - customers want a larger facility and more hours
- Circulation trends and stats
 - Spreadsheets and chart in your package indicate that circulation of all items increases each year...exponential growth is in interlibrary loans
 - Interlibrary loan circulation requires the greatest amount of staff time and energy per transaction
- Technology trends
 - Percentage of connected Canadians is greater than ever
 - Public computer use has levelled off
 - Demand for IT instruction has diminished somewhat
 - Didsbury CES is now open can fill the need for computer instruction
 - E-book use has increased dramatically since last Fall...we know this because of inquiries and our own experience trying to purchase e-readers before Christmas 2010 and because of the frequency of loans of our e-readers. As for space planning around book stacks, the impact of digital loans has yet to be determined
- Library Standards
 - A new “Standards for Alberta Libraries” was issued March 1, 2011. For our projected service population (9000) Didsbury Library should have:
 - 6.3 FTE staff (we currently have about 4.5 - for current service population of about 7000 we should have at least 5 FTE)
 - 22,500 books in collection (we are on target) (Standards did not consider e-book collection development)
 - 4,500 audiovisual items (currently 2082)
 - Majority of materials less than 5 years old (We are in the middle of a major weeding, and will get a collection age report when we are done.)
 - Libraries, regardless of their size, are expected to participate in resource sharing by abiding by the terms set out in the *Provincial Resource Sharing Network Policy*.

Didsbury Municipal Library Plan of Service 2011-2015

- Technology:
 - OPAC and IT support – achieved through PRL
 - High Speed broadband – achieved through SuperNet
 - Wireless Internet Access – Yes
 - Videoconferencing – Yes , through CES
 - Public Access Computers – 9 – we have 11
 - Staff Workstations – 1 per FTE – we have 1.3
 - Website, remote access, social networking – we have a website, a Facebook presence and are now on Twitter
 - Evergreening replacement plan for technology
- Hours: exemplary would be 57+ hours per week. We are currently at 51, which is more than the essential standard of 43
- Space planning worksheet has been completed. We are currently at 450 m²...for conservative projected population growth for next 10 years, we should be at 850 m² (9150 ft²)
- Highlights from OCLC Report and MLA's Committee
 - OCLC, "Online Computer Library Center", just published a report "Perceptions of Libraries, 2010" in which surveys of information technology users (public and academic libraries) reveal trends and expectations for various age groups
 - "At the same time that many libraries are experiencing double digit increase in the use of their services, many are experiencing budget cuts."
 - "More than a third of economically impacted respondents said they are using the library more often than they did before the economic downturn. Increased library use is substantially higher than any other lifestyle activity increase measured."
 - "Teens are among the heaviest library users. While two out of every three Americans have library cards, 75% of teens (ages 14-17) have one." [while the other trends and stats hold true for Didsbury, this one does not]
 - Alberta MLA's Committee was charged by the then Minister of Municipal Affairs in 2008 to conduct a series of town hall meetings across the province, to determine library needs. They recommended:
 - That the province create an overarching library policy ...that must support a vision of seamless access to publicly funded library services for all Albertans
 - Support a strong province-wide public library system
 - Increase provincial funding
 - Encourage municipalities to maintain funding to libraries
 - Provide stronger base funding to smaller libraries
 - Enhance TAL
 - Promote collaboration and innovation
 - Minister's Awards of Excellence
 - Capitalize on technology
 - Create a standardized, seamless network of library services, including a single library card available to all Albertans
 - Videoconferencing services (our local CES)
 - Support wireless internet access

ASSESSMENT AND EVALUATION OF NEEDS ASSESSMENT DATA

In a special session held on March 14, 2011 and involving Didsbury Municipal Library Board members and all staff, the results of the needs assessment / community consultation were assessed and evaluated to determine priority Plan of Service responses. The Board and all staff reviewed the results of the Community Committee and the agenda for that gathering is included in Appendix B.

This resulted in the determination of the following Plan of Service Areas:

1. Create young readers: early Literacy
2. Stimulate imagination: reading, viewing and listening for pleasure
3. Satisfy Curiosity: lifelong learning
4. Visit a comfortable place: physical and virtual spaces
5. Express creativity: celebrate and share content
6. Connect to the online world: public internet access
7. Understand how to find, evaluate, and use information: information fluency

2011 – 2014 PLAN OF SERVICE AREAS

The following pages contain the strategic planning components of the Plan of Service, including all priority Service Response areas, with descriptions, target audience determinations, goals and outcomes, strategies, and pertinent action plan elements. The Plan of Service is reviewed annually and may be modified to adapt to emergent situational changes or to take advantage of innovation or new opportunities and strategic alliances. Detailed action plans and short-term emergent strategies at the operational level are the purview of the Library Manager, with approval from the Board, and are by necessity adaptive.

Didsbury Municipal Library Plan of Service 2011-2015

Goal 1

Service Response: Create Young Readers: Early Literacy

Service Response Description: Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Target Audience: Children from birth to five, parents and caregivers

Benefit: Didsbury children discover the joy of reading and of being read to

Goal: **Didsbury families enjoy reading and young children enter school with strong literacy skills**

1. Objective

Fifteen children attend 2 Story Time session per week for 3 ten-week sets per year

Strategies

- i. Consult with Didsbury Neighbourhood Place and Parent Link to determine best times for sessions
- ii. Promote program more aggressively
- iii. Host library tours for play schools and daycares and give out promotional material to take home
- iv. Create Public relations communication plan
- v. Look for opportunities for professional development for library program staff
- vi. Support and enable Family Literacy Programs by communicating with Mountain View Adult Learning Society, promoting their programs, providing a venue, co-presenting program

2. Objective

10 story time sessions per year to be held in non-library locations

Strategies:

- i. Consult with play schools and daycares
- ii. Include story time in special community events

3. Objective

Increase circulation of "Easy" materials by 10% each year

Strategies:

- i. Improve selection process of collection development, using reviews and awards, such as Canadian Children's Book Centre, Quill & Quire reviewers, Library Journal, and School Library Journal
- ii. Acquire 150 new titles each year
- iii. Weed damaged and outdated books

Didsbury Municipal Library Plan of Service 2011-2015

Goal 2

Service Response: Stimulate Imagination (Adults)

Service Response Description: Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Target Audience: Adults

Benefit: Variety of Books, videos, music and e-books are available

Goal: **Adults in Didsbury and area will be able to choose from a broad variety of materials in the library collection**

1. Objective

By 2015, 60 % of Didsbury adults (or 1800 people over the age of 20) will have an active library card [based on percentages from OCLC Report "Perceptions of Libraries 2010" and Census figures]

Strategies:

- i. Staff will track using appropriate fields in Borrower records. Adjust, if necessary, with 2011 Census numbers
- ii. Annually institute membership drive

2. Objective

By 2015, we will have doubled our audiovisual collection [Standards indicate that we should have about 5,000 audio and video items in our collection – we currently have about 2000]

Strategies:

- i. budget an appropriate amount each year with which to purchase audio and video material
- ii. Weed older formats

3. Objective

Acquire 150 e-books per year

Strategies:

- i. Budget for e-book expenditures
- ii. Apply for grants to offset this new expenditure

4. Objective

By 2015, our library materials turnover rate will equal that of Calgary Public Library or at least 6 [turnover is circulation divided by total collections]

Strategies:

- i. Ongoing weeding and updating
- ii. Inventory every 18 months
- iii. Thoughtful collection development

Didsbury Municipal Library Plan of Service 2011-2015

5. Objective

To increase county residents' borrower cards from 22% of total borrowers to 30% [in alignment with population served]

6. Objective

To increase circulation to county borrowers from 26% to 30%

Strategies

- i. Link Alberta Agriculture e newsletter: *Ropin' the Web* on our webpage
- ii. Acquire books, videos and other resources for rural lifestyle and agricultural business
- iii. Promote library through County publications
- iv. Offer copying services and display opportunities to AG Society and 4H
- v. Letter to 4 H about research opportunities for public speaking competitions

7. Objective

To host at least two author talks per year

Strategies

- i. Apply to Young Alberta Book Society for sponsored children's author for October
- ii. Host an adult author talk at another time

8. Objective

Provide CNIB Visunet Services [*D.A.I.S.Y Books* and *Victor Readers*] to all residents who need and want them [we currently have the highest number of *D.A.I.S.Y book* checkouts for the province of Alberta]

Strategies

- i. Inform citizens of this service through our brochures, websites, displays and outreach to Institutions
- ii. Secure donations of Victor Readers from Lions Club, if current 5 are all checked out
- iii. Continue outreach program to Aspen Ridge
- iv. Recruit volunteer to implement outreach program to Unit 3 [and eventually to Bethany Care continuing care facility when it is built]

Didsbury Municipal Library Plan of Service 2011-2015

Goal 3

Service Response: Stimulate Imagination (Teens)

Service Response Description: Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Target Audience: Teens

Benefit: Teens will find the books, videos and music they want

Goal: **Didsbury teens will find the books, videos and music they want at the Library**

1. Objective

By 2015, 70 % of Didsbury teens will actively use their library card

Strategies:

- i. Staff will track using appropriate fields in Borrower records. [Adjust, if necessary, with 2011 Census numbers...OCLC Report indicates that 75% of Teens use a library card]

2. Objective

YA circulation will increase by 20% each year [Circulation trends from 2005 to 2010 indicate annual increases between 13 and 25%]

Strategies

- i. Form a Teen Advisory Council to advise on collection development and program activities
- ii. Consult with and engage middle and high school librarians in cooperative collection development

3. Objective

90 % of Teens surveyed will say they found what they wanted at the library

Strategies:

- i. Form a Teen Advisory Council to advise on collection development and program activities
- ii. engage middle and high school librarians in cooperative collection development

Didsbury Municipal Library Plan of Service 2011-2015

Goal 4: Satisfy Curiosity (Adults)

Service Response: Satisfy Curiosity/ Lifelong Learning

Service Response Description: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Target Audience: Adults

Benefit: services and collection available to support opportunities to explore and learn

Goal: **Adults in Didsbury and area will have the services and collection they need to support learning opportunities**

1. **Objective:** to increase adult non-fiction circulation by 20%

Strategies:

- i. In-house displays and marketing (facing) of materials in the collection by themes, by seasons, by issues, i.e. "Heart Month", Elections, etc.
- ii. Use Parkland's "Cooperative Collection Development" recommendations for building collection of needed information
- iii. Implement "Did you find what you were looking for today?" survey campaign

2. **Objective:** to host 10 programs or learning opportunities per year, either at the library or at the Community Engagement Site

Strategies:

- i. Identify topics of interest
- ii. Find local presenters
- iii. Promote videoconferencing opportunities at Community Engagement Site
- iv. Bring back "LunCHat the Library" informative sessions
- v. Create and use Public Relations communication plan and checklist
- vi. Use Facebook, Twitter, our website, e-newsletter to inform and to get feedback

3. **Objective:** to increase county residents' borrower cards from 22% of total borrowers to 30% (in alignment with population served)

4. **Objective:** to increase circulation to county borrowers from 26% to 30%

Strategies

Didsbury Municipal Library Plan of Service 2011-2015

- i. Link Alberta Agriculture e-newsletter: *Ropin' the Web*, on our webpage
- ii. Acquire books, videos and other resources for rural lifestyle and agricultural business
- iii. Promote library through County publications
- iv. Offer copying services and display opportunities to AG Society and 4H
- v. Letter to 4 H about research opportunities for public speaking competitions

Didsbury Municipal Library Plan of Service 2011-2015

Goal 5

Service Response: Satisfy Curiosity

Service Response Description: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Target Audience: Teens

Benefit: services and collection available to support opportunities to explore and learn

Goal: **Teens in Didsbury have the services and collection available to support opportunities to explore and learn.**

1. Objective

Checkouts of Youth Non-Fiction material will increase by 20% over the next 4 years

Strategies:

- i. Cooperative and collaborative collection development with Middle and High School Libraries
- ii. Communicate with Middle and High School teachers about what resources they need, and what we have – curriculum support which would also benefit home schooling families
- iii. Support Teen Advisory Council

2. Objective

Teen Advisory Council established by the end of 2012

Strategies:

- i. Entice teens by asking for their input into new library construction – space design and furniture considerations
- ii. Consult with School Community Wellness Workers to identify teen candidates
- iii. Budget for food and volunteer appreciation for Teens
- iv. Use Twitter and Facebook to communicate

3. Objective

To host 2 programs a year in which at least 10 teenagers participate

Strategies:

- i. Use advice of teen advisory council
- ii. Budget for teen programs (refreshments and supplies)

Didsbury Municipal Library Plan of Service 2011-2015

Goal 6

Service Response: Visit a Comfortable Place

Service Response Description: Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Target Audience: Everyone

Benefit: large enough and well-designed to meet the needs of the community

Goal: Residents of Didsbury have a public library that is large enough and designed to meet the needs for the various collections, staff work, informal and formal meeting spaces, programs, both group and individual connectivity, private study, and public gatherings.

1. Objective

The library is housed in a new facility which is at least 9,000 ft² [Standards indicate this is the appropriate size for our projected population] by December 2013

Strategies:

- i. Ensure that Library Manager is included in Town Management Team meetings
- ii. Resume Building Committee meetings to work with Town Planning
- iii. Start Building Savings Fund
- iv. Continue to draft concept drawings and visioning process
- v. Research Library construction issues
- vi. Invite local experts on sustainable building practices to consult
- vii. Invite local experts on architecture and commercial design to consult
- viii. Seek advice from Parkland consultants
- ix. Prepare proposals for grant applications

Didsbury Municipal Library Plan of Service 2011-2015

Goal 7

Service Response: Express Creativity

Service Response Description: Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

Target Audience: Adults

Benefit: competent with sharing of digital information

Goal: **Adults will learn to use technology to create and share audio, print, and visual digital content**

1. Objective

Twice a year, the Library will organize hands-on training programs to learn such things as blogging, so as to create and share digital content.

Strategies:

- i. Partner with Community Engagement Site to host sessions
- ii. Arrange to borrow laptop lab from Parkland or from the High School
- iii. Find experts in the community to share what they know about creating content, photo and video management, blogging, etc.
- iv. Budget for trainer expenses

2. Objective

Each month, at least 2 articles may be contributed by patrons, to the library's electronic newsletter

Strategies:

- i. Invite participants from training sessions to contribute
- ii. Encourage library patrons to contribute book reviews, DIY instructions, opinion pieces
- iii. Library manager will be editor and arbiter

3. Objective

Host or co-host an Alberta Arts Days festival in our community, annually in September with at least 50 participants

i. **Strategies:**

- i. Work with Didsbury Neighbourhood Place (DNP) and the Healthy Didsbury/Active Creative Engaged (ACE) Committee to plan a festival
- ii. Join DNP and ACE in the application for funding
- iii. Invite local writers to do readings, painters to exhibit their work, etc

Didsbury Municipal Library Plan of Service 2011-2015

Goal 8

Service Response: Express Creativity (Teens)

Service Response Description: Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

Target Audience: Children and Teens

Benefit: services and support to create innovative and interactive media

Goal: Children and Teens will have services and support to create innovative and interactive media.

1. **Objective:** 50% of children enrolled in the 2011 Summer Reading Program will learn to blog and engage in sharing what they are reading with other children in Parkland Regional

Strategies:

- i. Staff learn about blogging
- ii. Hire Summer Reading Program Coordinator with appropriate skills and knowledge
- iii. Communicate with other libraries (Stettler, for example) who want to do this
- iv. Have a suitable computer workstation in place in program area

2. **Objective:** Children in the Summer Reading Program and Teens in the Advisory Council will learn to make and upload videos for broadcast from the library website – to practice their skills and to promote the library and its programs – at least once each per year

Strategies:

- i. Purchase Flip Video equipment
- ii. Acquire collection “how-to” materials
- iii. Train staff
- iv. Create policies which define appropriate use
- v. Create forms for waivers and permissions or releases

Didsbury Municipal Library Plan of Service 2011-2015

Goal 9

Service Response: Connect to the Online World: Public Internet Access

Service Response Description: Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Target Audience: Everyone

Benefit: Everyone will be able to connect to the Internet readily and easily

Goal: **Everyone will be able to connect to the Internet readily and easily at the Library**

1. Objective

Each week will see 100 public workstation sessions that are reliable and function well – no more than 2 incidents per week that require troubleshooting

Strategies:

- i. Maintain SuperNet
- ii. Track troubleshooting connectivity incidents
- iii. Maintain all workstations with weekly updates and anti-virus scans
- iv. Each year replace at least 2 workstations with
- v. Apply for CAP Youth Intern employment program each year
- vi. Train staff in network troubleshooting
- vii. Work with Parkland in their region-wide network plans

2. Objective

Every year 250 laptop or other device owners will connect to the Internet via the Library's wireless hotspot

Strategies:

- i. Train staff in how to connect equipment not on the library network
- ii. Track WiFi hotspot logins
- iii. Continue to refine wireless router hardware and software
- iv. "Get a ticket" campaign for hotspot users after hours

3. Objective

There will be zero wait times for people wanting to use public access computers

Strategies:

- i. Monitor public workstation use
- ii. Keep all workstations functioning
- iii. Add workstations to the network if needed
- iv. Encourage use of own devices and hotspot access

Didsbury Municipal Library Plan of Service 2011-2015

Goal 10

Service Response: Connect to the Online World: Public Internet Access

Service Response Description: Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Target Audience: Everyone

Benefit: able to download licensed digital content such as e-books and e-audio books

Goal: Patrons will be able to download from a good selection of e-books and e-audio books

1. Objective

100 % of those surveyed will indicate they received good instruction and accurate assistance at weekly learning opportunities with e-readers

Strategies

- i. "Tuesdays are for Tips and Troubleshooting" session each week
- ii. Purchase variety of e-readers that staff can use to learn how to download digital content
- iii. Set up procedures for lending and safeguarding e-readers
- iv. Track evaluation responses
- v. Set up e-book seminars with Community Engagement Site (CES)

2. Objective

Acquire 150 e-books per year

Strategies:

- i. Budget for e-book expenditures
- ii. Apply for grants to offset this new expenditure

3. Objective

Ameliorate the "reading divide" that is developing, as those unable to afford the new –e-book technology are left behind

Strategies:

- i. Budget for e-book expenditures
- ii. Apply for grants to offset this new expenditure
- iii. Purchase e-readers that can be borrowed

Didsbury Municipal Library Plan of Service 2011-2015

Goal 11

Service Response: Understand How to Find, Evaluate, and Use Information: Information Fluency

Service Response Description: Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

Target Audience: Everyone

Benefit: have the skills to search for and evaluate information

Goal: **Didsbury residents have the skills they need to search for and to evaluate information**

1. Objective

Purchase a set of 6 laptops, media projector, wireless router, and a transport case, to create a mobile laptop lab that can be used at outreach sessions with different groups or organizations or at the CES by January 2012

Strategies:

- i. Grant applications
- ii. Sponsorship or partnership with local business or service club

2. Objective

Plan and implement 6 formal training sessions per year for the general public on such things as Catalogue searches, database searches, Google searches, and using our website's "Trusted Sites"

Strategies:

- i. Evaluate staff competencies with information technology
- ii. Have staff participate in workshops and conferences to improve skills
- iii. Work with CES to co-host learning sessions

3. Objective

Encourage impromptu or informal training sessions for library users on such things as Catalogue searches, database searches, Google searches, and using our website's "Trusted Sites" on a daily basis

Strategies:

- i. Evaluate staff competencies with information technology
- ii. Have staff participate in workshops and conferences to improve skills

4. Objective

Students are able to access the Learn Alberta suite of databases and online resources, as well as their online homework through the Chinooks Edge website

Strategies:

- i. Library manager will meet with school staff to learn what is available and how to access
- ii. Library staff will be trained in accessing Learn Alberta and CESD online
- iii. Library will promote this accessibility for those who do not have Internet connections at home.

**Town of Didsbury Library Board
Community Needs Planning Focus Group**

**February 7, 2011
Didsbury Library**

Raw Data

Community Vision

Picture your community ten years from now. Imagine that your community and its people have been successful beyond belief. Your community is a place everyone is proud to call home. Now describe what makes it so wonderful. What benefits do people receive from living here? Why do people value those benefits? Think about children, teens, adults and seniors. Consider different educational levels, incomes, ethnicities, religious groups, lengths of residence, professions, etc. List the benefits and results that different groups receive in this ideal future version of your community.

Group 1

- Respect
- Safety
- Housing
- Connections/Mentoring – Youth, Seniors, Institution/Institution
- History – Heritage
- Life skills
- Awareness
- Accessibility/Affordability – Housing, Food, Transportation, Facilities
- Healthy minds & bodies – Spirit
- Clean water, air, green spaces

Community Vision – A Healthy Community in mind, body and spirit

Group 2

- Inclusive – all nationalities, age groups, religions, education levels
- Accessibility(everything is walkable)
- Self sufficient – business/medical/educational/philosophical needs
- Supportive – parents, teachers, youth, seniors, children, new Canadians
- Familiar – maintain small town values. closeness
- Respectful
- Openness

Community Vision – The Town of Didsbury shall be an inclusive community enhancing and supporting the lives of all residents

Group 3

- Children/Teens/ Family – Leisure Centre (all purpose – one place –Library etc. multipurpose – Community facility)
- Expanded use Social media
- Wider use of Twitter, Face book – Computer access

Didsbury Municipal Library Plan of Service 2011-2015

- All – much more vibrant downtown – business, restaurants, shops
- Municipal Area Partnership (MAP) Regional Governance
- All – Transportation between communities
- Adults – more adult education (University Level)
- Children and Teens will be valued in the community

Community Vision – Despite challenges we will develop a sense of community that makes people want to live here.

Review of the current community situation - SWOT

The strengths, weaknesses, opportunities and threats that will affect your community’s ability to achieve the vision statements you have identified.

A – Support achieving the vision	B – Obstruct achieving of vision
<p>A1 –Community Strengths (Record the current conditions in the community that support achievement of the vision.)</p> <p>Please note the Community Strengths that were previously identified in the ACE report – see next table Page 3</p> <p>The participants were asked to identify Trends instead.</p> <p><u>Locally, Provincially, Nationally</u></p> <ul style="list-style-type: none"> • Decaying infrastructure • Diversity –some usually service business owners • Student exchange • Slower than Big Cities • Increase home invasions, domestic violence • Industry returning and developing • No more isolation – Media access • Information overload • Stress • Urbanization • Obesity • Mental Illness, Anxiety, Disorders, Addictions • Stigma – not enough resources • Health Care – Increasing and Decreasing 	<p>B1 – Community Weaknesses (Record the current conditions in the community that will obstruct achievement of vision.)</p> <ul style="list-style-type: none"> • Lack of Diversity • Strength of Church – Community divided from rest of community • Small community – do not have critical mass • Lack of \$ • Deteriorating infrastructure • Young people leaving • Lack of jobs • Lack accommodations • Lack entertainment • But also lack accommodation and opportunities for those who stay • Electronic communication – cyber bullying, sexting • Risks • No physical activity • No social activity • Lack of community interagency group with community & rural groups • Problems are not being addressed • Communication & Connection • Trailer park - Coop Housing, not healthy and strong or well maintained • “Nice” does not necessarily mean friendly • Extremely Caucasian – cultural barriers

Didsbury Municipal Library Plan of Service 2011-2015

<ul style="list-style-type: none"> • Expectations/Entitlement • Aging Population • Ethnicity – Immigration • Medium choice to communication • Economy • Highway 2 corridor 	<ul style="list-style-type: none"> • Lack of foresight • Isolationist • Perception of being violent • Larger Library needed
<p>A2 – External Opportunities (Record the conditions outside the community that support achievement of the vision, now or in the future.)</p> <p>Please note the External Opportunities were previously identified in the ACE report –see blue table page 3.</p>	<p>B2 – External Threats (Record the conditions outside the community that will obstruct achievement of the vision now or in the future.)</p> <ul style="list-style-type: none"> • Use of Tax money - higher levels take money , we beg to get some back • Legal controls – meeting higher level laws/regulations • Bi box stores not far away – affects small business • Drug dealing – substance abuse • Housing – have all levels of affordability • Commuting population • Economy – Jobs, Transportation, business closing lost jobs • Transient workers • Stronger economy elsewhere – compete for jobs • Downturn-recession – increase in library use • Threat of hospital closure • Town Budget/Financial status • Tax base • Short sightedness • Loss of Life Long Learning • Invasion of Electronic media • Evolution of the “Traditional Family” • Media – Bad press

Didsbury Municipal Library Plan of Service 2011-2015

Strengths and Opportunities Identified by ACE Community Café January, 2010

<p>Physical attributes</p> <ol style="list-style-type: none"> 1. Location of Didsbury midway between Red Deer and Calgary and close to mountains 2. We can see the stars at night 3. Proximity to mountain and city – “Nature and Culture” 4. Natural beauty (valley) 5. Nice size of town 6. Historical downtown 7. Downtown 8. Downtown 9. Beautiful downtown 	<p>Welcoming, “community” feeling</p> <ol style="list-style-type: none"> 1. Quietude 2. Nice easy pace 3. Welcoming 4. Small town 5. Rural influence 6. Opportunity for growth and variety 7. Small community - supportive 8. “Community” feel 9. Small community 10. Small town feel 11. Community 	<p>Friendly People</p> <ol style="list-style-type: none"> 1. Friendly people 2. Friendly people 3. Great place to raise kids 4. Caring community 5. Friendly people 6. People 7. Fantastic people 8. Friendly people 9. Friendly people 10. The People 11. Great People 12. Friends
<p>Family friendly</p> <ol style="list-style-type: none"> 1. Safe community – “a great place to raise family” 2. Family 3. Family friendly 4. Family oriented community 	<p>Great People</p> <ol style="list-style-type: none"> 1. Creative town staff (snowmen) 2. Artistic and creative people 3. Mr. Dagg 4. Seniors 5. Outstanding youth 6. The Mayor 	<p>Great businesses</p> <ol style="list-style-type: none"> 1. Business facilities 2. Coffee shop 3. Shopping boutiques 4. Friendly business owners 5. K & W 6. Subway 7. K & W 8. Diversity of local stores 9. “Arty” type stores 10. Flower shop
<p>Super recreation and cultural facilities</p> <ol style="list-style-type: none"> 1. Super recreation facilities 2. Recreation Centre! 3. Memorial Complex 4. Good sport facilities 5. Arena/aquatics 6. Aquatic centre 7. Aquatic centre 8. Skate Park 9. Swimming pool/arena 10. Swimming pool (all recreation facilities) 11. Recreation Centre 12. Library 13. Library 14. Library 	<p>Parks and Trails</p> <ol style="list-style-type: none"> 1. Memorial Park with walking path 2. Walking trails 3. Natural walking path (through town, leading out, forest, shrubbery) 4. Parks 5. Valarosa pond and path <p>The Back Door for Youth</p> <ol style="list-style-type: none"> 1. The Back Door 2. Back Door at Zion! 3. The Back Door! 4. Back Door 5. 360 Youth Centre 6. Church facility – gym/hangout place 	<p>Great Schools</p> <ol style="list-style-type: none"> 1. Our close-knit schools! 2. School gym 3. Great schools 4. Great schools 5. Great schools 6. Schools 7. Great high school building

Didsbury Municipal Library Plan of Service 2011-2015

Process Plan

Executive Summary

As part of the process to complete a Plan of Service, The Alberta Libraries Regulation (AR 141 / 98) requires Library Boards to conduct assessments to determine the needs for public library service generally, and the services required by the community and member libraries (44(1)). To that end, the Town of Didsbury Municipal Library conducted a community consultation process to meet this needs assessment requirement. A community forum was held in Didsbury on February 7, 2011 and was open to community members within the service area. Participants were asked to determine community needs and the potential role of the Didsbury Municipal Library in meeting those needs. Information from the Town of Didsbury ACE Public Engagement Community needs process was also used to determine the community needs

This process began in early December, 2010 and community involvement was sought by inviting individuals in town and in the region to participate in the process. We had hoped to form a Community Committee of about 15 people, most of whom would not be connected with the Library. Unfortunately most invitees chose not to participate, so the group of 9 consisted mostly of those connected in some way to the Library.

The Town of Didsbury Library Board of Trustees and staff will continue to meet to analyze the information. This report contains the raw data from the session and will be utilized by the Plan of Service Committee (Town of Didsbury Library Board of Trustees and Library Staff) in developing evidence-based goals for the upcoming Plan of Service 2011- 2014.

The Town of Didsbury Library Board of Trustees will make this report available to community members, community groups and organizations at their Annual Open House on March 28, 2011.

Process Overview

The process for the Public Participation Session was developed by Victor Moisan, Community Development Officer with Alberta Culture & Community Spirit, Community Development Branch – Central Region, Red Deer Office, and involved input from Inez Kosinski, Library Manager. The process was modified from the Strategic Planning for Results Workbook as recommended by Alberta Municipal Affairs, Public Library Services Branch. The community forum was conducted during the day to 9:00 am to 3:00 pm and involved the following format:

- An opportunity for community members to identify **community needs** and to make recommendations regarding the Library's role and potential service areas (aligned with Sandra Nelson's book, *Strategic Planning for Results* developed for the Public Library Association, a division of the American Library Association (APA)). This included a further opportunity to make recommendations for strategies and actions for review by the planning committee.

Didsbury Municipal Library Plan of Service 2011-2015

Process Details







Session design included a meal, plenary opening and closing, and small group work to determine input, areas of consensus, and to allow participants to see points of views from others. Plenary work included a review of the APA's 18 Service Areas to affirm the importance of each Library Service Response, and to gain a better understanding of the current role of their local library.

Results were captured and the data recorded.

The following agenda illustrates the process that was followed:

Agenda
Community Needs Planning Focus Group
February 7, 2011
9:00 am – 3:00 pm
Didsbury Library

Meeting Objectives

-  Participants will understand the roles and responsibilities of all participants in the *Planning for Results* process.
-  Participants will describe the ideal future for the Town of Didsbury.
-  Participants will identify the current strengths and weaknesses of the community and potential opportunities (Trends) or threats that might affect achievement of an ideal future.
-  Participants will identify community needs that must be addressed to reach the ideal future of the community.
-  Participants will develop an understanding of the library as it is now.
-  Participants will make a preliminary selection of future library services priorities.

Meeting Agenda

Introduction to *Planning for Results*
Defining the ideal Town of Didsbury Future: Review of Vision Statement
Review of the current community situation: SWOT analysis
(Strengths, Weaknesses, Opportunities, Threats, Trends)
Determine Community Needs – Review and analysis of the 2010 ACE Report information
needs assessment – Community Forums
Review of library as it is now – current service priorities
Introduction of Library Service Responses
Preliminary selection of future service responses for the Town of Didsbury Library
Next Steps- Where to from here
Evaluation and Adjourn

All items on the agenda were completed as indicated with only slight modifications in timing.

The public Participation session was facilitated by Victor Moisan and Pam Martins- Winterholt, with Alberta Culture & Community Spirit and began at 9:00 a.m. on Monday, February 7, 2011 and ended at 3:00 p.m. on the same day. There were 9 community members in total in attendance at the session coming from a cross-section of the community including adults, teens, seniors, organizational representatives, community leaders, etc.

Determine Community Needs – Review and Analysis of 2010 Information

What community needs, need to be addressed to make progress toward the vision? What are our community needs?

Community Needs – List

Community Need	We need to Improve communication	We need to maintain and improve our medical services	We need a new Library which houses other community agencies	We need a vibrant downtown core which offers evening social events	We need to maintain open intergenerational programs and opportunities
Raw Data	Better communications Town Council/Community	Keeping/expanding medical services	Library inclusive building with community help - services	Accessible, attractive Downtown	Intergenerational engagement
	Interagency group		We need to increase Library hours	Evening Social entertainment	Mentoring for Kids and Seniors
					More whole family programs
					Succession plan for the community
					More learning opportunities

Community Need	We need to celebrate success, volunteerism, personal initiative	We need to provide affordable housing for all	We need to expand our Recreational Facilities	We need to provide more transportation Options	
Raw Data	Maintain Spirit of Volunteerism	Affordable Housing options	Recreational facilities	Community requires a variety of transportation options	
	Be the change you want to see		Safe trails for walking, bicycles and scooters		
	Celebrate Success				

The Didsbury Municipal Library is a community hub that makes the world of information, imagination, and ideas freely accessible to all.

Didsbury Municipal Library Plan of Service 2011-2015

Community Needs - Overarching Statement: We need to ensure we have the resources to meet the community needs.

We need to improve **communication**

We need to maintain and improve our **medical** services

We need a **new Library** which houses other community agencies

We need to maintain open **intergenerational programs** and opportunities

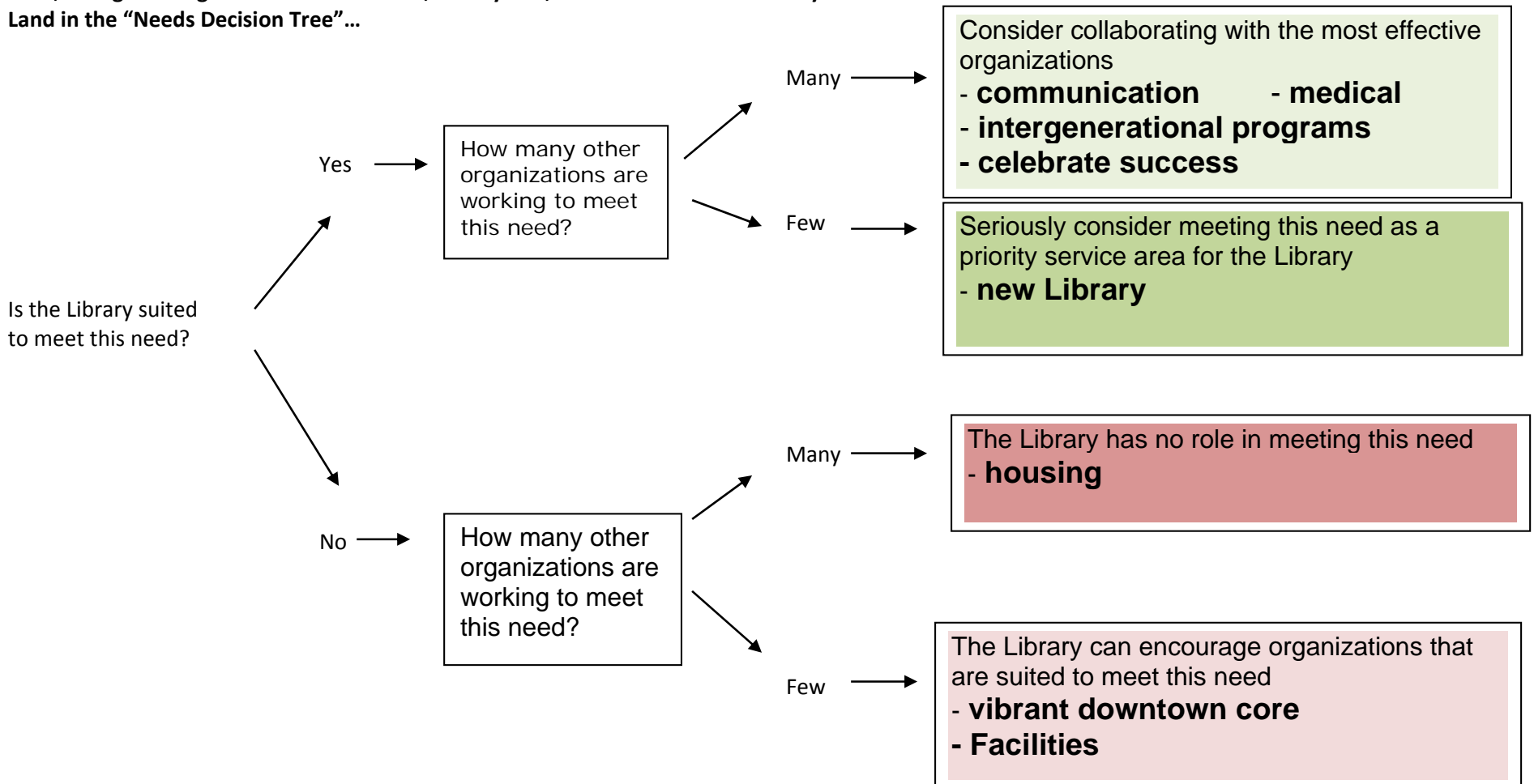
We need a **vibrant downtown core** which offers evening social event

We need to **celebrate success**, volunteerism, and personal initiative

We need to provide affordable **housing** for all

We need to expand our Recreational **Facilities**

Now, let's go through the identified needs, one by one, and determine where they Land in the "Needs Decision Tree"...



Didsbury Municipal Library Plan of Service 2011-2015

Library Service Responses

Preliminary selection of future service responses for the Town of Didsbury Library as chosen and prioritized by the focus group:

- **Be an Informed Citizen: Local, National, & World Affairs (2 votes)** 7
- **Build Successful Enterprises: Business & Non profit support (0 votes)** 1
- **Celebrate Cultural Diversity: Cultural Awareness (2 votes)** 8
- **Connect to the Online World: public Internet Access (4 votes)** 14
- **Create Young Readers: Early Literacy (5 votes)** 19
- **Discover Your Roots: Genealogy & Local History (3 votes)** 6
- **Express Creativity: Celebrate & Share Content (5 votes)** 15
- **Get Facts Fast: Ready Reference (1 vote)** 4
- **Know Your Community: Community Resources & Services (4 votes)** 12
- **Learn to Read & Write: Adult, Teen, & Family Literacy (4 votes)** 7
- **Make Career Choices: Job & Career Development (1vote)** 4
- **Make Informed Decisions: Health, Wealth, & Other Life Choices (2 votes)** 9
- **Satisfy Curiosity: Lifelong Learning (5 votes)** 17
- **Stimulate Imagination: Reading, Viewing, & Listening for Pleasure (4 votes)** 19
- **Succeed in School: Homework Help (3 votes)** 3
- **Understand How to Find, Evaluate, & Use Information: Information Fluency (5 votes)** 13
- **Visit a Comfortable Place: Physical & Virtual Spaces (5 votes)** 16
- **Welcome to Canada: Services for New Immigrants (1 vote)** 2

Appendix B

Agenda for planning session:

1. Review: **30 minutes**

Looking around:

- Customer Satisfaction surveys
- Circulation trends and stats
- Technology trends
- Library Standards
- Highlights from OCLC Report and MLA's Committee

Needs assessment Community Committee Report

See attached

2. Framework: **30 minutes**

Existing Framework Policies (see attached)

Values

Brainstorm value words or statements

Do our Framework statements still apply? Will we revise them?

Didsbury Municipal Library Plan of Service 2011-2015

3. Needs Decision Tree

30 minutes

Go through list of needs identified by Community Committee focus group

4. Prioritize Service Responses

60 minutes

- Review definitions of 18 Library Service Responses
- Look at how Community Committee prioritized responses
- Do our own prioritizing of Library Service Responses
- Conclude with up to 5 priorities

5. Lunch ☺

6. Complete Plan of Service Template

120 minutes