



Rocky Mountain House Public Library

Plan of Service

2006-2010

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INTRODUCTION

Plan of Service Purpose and Process

The purpose of the 5 year plan is to fulfill our requirements as a library and to produce a working document that gives us vision and focus to meet the needs of our community.

The process began in May of 2004 when we developed a Community Needs Assessment Survey to be implemented in September 2004. We targeted library users, non users, seniors and businesses and we received 226 completed surveys.

We used the data from the March 2005 FCSS Community Needs Assessment to supplement the data gathered in our survey.

We surveyed our staff members and took into consideration their ideas and concerns.

Using the New Planning for Results as a guideline, we met several times to formulate goals and objectives.

Stats Canada statistics (2001) were reviewed for the Town of Rocky Mountain House and Clearwater County.

- Both municipalities are growing: Town 6.9%, County 5.4%
- The majority of the population (32%) is between ages 25-44.
- 78% of the population is over 15, 7% age 0-4 and 15% age 5-14.
- A high school certificate with some post-secondary education: ages 15-44, 60%
- Less than a high school graduation certificate: Town, 26.5%, County 29.2%
- Income: The median income for both the Town and County is less than the provincial average.

Our Plan of Service is based on input from:

- Library patrons
- The non-library users of our community
- Board and staff
- Identified economical and social needs of the community

Statement of Approval

December 12, 2005 Board Meeting

**Plan of Service Motion (2005-57): Dianne Guidera moved to approve the 2006-2010 Plan of Service
Seconded by Jackie Marchbank. Carried**

Vision and Mission Statement

Vision Statement

Open to a world of learning!

Mission Statement

To provide access to library resources as a source of information, inspiration, enrichment, cultural awareness, learning and literacy.

Values

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

Commitment

Our commitment is to be a library for lifelong learning and we will provide:

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

Library Profile

Library Clientele

- Rocky Mountain House Public Library (RMHPL) serves all sectors of the community for the Town of RMH and Clearwater County.
- RMHPL serves a population of 6584 from the Town of Rocky and 11,505 for Clearwater County for a total of 18,089.
- The Library is a member of the Parkland Regional Library System and participates in resource sharing with PRL members as well through the provincial Interlibrary Loan program.
- RMHPL is also part of The Alberta Library (TAL) program which allows access to the collection by Alberta residents with a valid TAL card.

Library History

- 2005: extensive renovations have created a bright, open space that includes a new children's area, a fireplace and an enlarged public computer area.
- 1983: the present facility was built for the library and the fire hall.
- 1938: the MacDonald of Garth Chapter of the I.O.D.E. organized the community library which was operated as a public service until 1978 at which time it was turned over to the Town of Rocky Mountain House and a Board of Trustees and operated from the basement of The Mountaineer building.

Programs and Services

- The Library offers Times for Twos and Storytime programs throughout the year.
- A summer reading program is offered every summer for children aged 6 -11 years.
- The Library partners with various agencies to offer author visits, evening storytime programs and other events of public interest..
- Showcase Cinema is a library fundraiser that brings independent films to the local theatre.

Library Profile (continued)

Library Statistics

- **Governance:** RMHPL is governed by a volunteer board consisting of four Town & four County members (which includes one councilor from the Town of Rocky Mountain House and one from Clearwater County).
- **Access:** The Library is open 5 days a week for a total of 44 hours, from September through May. During June, July and August the library is open 40 hours per week.
- **Human Resources:** RMHPL has staff year round with a F.T.E. equivalency of 5.5. In 2004, volunteers provided 1910 hours of volunteer services.
- **Borrowers:** 4183 memberships (2004).
- **Circulation:** 77,978 items circulated, 4284 in-house use and 15,000 reference transactions (2004).
- **Resource sharing:** 4424 borrowed, 8035 lent.
- **Collection:** 35,307 items in the collection (2004).
- **Programming:** 139 programs, 2286 participants (2004).
- **Technology:** 8 public access computers used 87% of the time.

Needs Assessment

Rocky Mountain House Public Library Survey (September 2004)

- The survey was distributed to businesses, seniors and the general public. In addition, copies were handed out in the Library.
- Respondents were able to return completed surveys in boxes located in our two major grocery stores, the Town Office, and Clearwater County.
- There was a good response rate with 226 completed surveys.

The results of the survey indicate:

- A strong local French Immersion program, creating a need for French materials for children from grade one through to grade twelve
- A need for increased outreach services for seniors
- A need for extended library hours
- A need to address borrower fees.

Rocky Mountain House Public Library Annual Customer Satisfaction Survey (December 2005)

Rating average from 0-5

A) Customer satisfaction

I. Library Staff	4.7
II. Library Collection	3.8
III. Information Services	4.5
IV. Library Facilities	5
V. Electronic Resources	3.8
VI. Library Hours	4.2
VII. Overall Satisfaction	4.5

B) What percentage of people found what they were looking for?

I. Yes	84%
II. No	5%
III. Partly	10%

Town of Rocky Mountain House & Clearwater County FCSS Survey (March 2005)

The Town of Rocky Mountain House and Clearwater County Family & Community Support Services (FCSS) conducted a Community Needs Assessment to identify current and future trends that can be addressed when planning and supporting community services.

Focus Groups

- **The survey included focus groups because a broad community involvement is essential to any needs assessment process. Those who live and work in the community are an excellent source of ideas and insights into community needs. They provide information about common problems and causes of social concerns and areas where prevention and advancement could make improvements in the community. The assessment team held 5 different focus groups, all of which contributed perceptual information regarding the participants understanding of their own needs and the needs of others.**

Summary for Seniors

- Transportation is needed for those who cannot drive because of illness, disability or age.
- Seniors on fixed incomes are struggling to meet their basic needs
- Seniors are living in their own homes longer.

Summary for Adults

- Almost half the population is 40 years or over -45%.
- 25% of the population is 20-39 years.
- A higher than average proportion of the population has not completed high school.
- Meaningful employment is hard to find due to lack of training.
- These adults cannot afford reliable transportation.

Summary for Families

- 49% of families reported a shortage of affordable, decent housing to rent or buy.
- Utility costs are using up dollars needed for basic needs.
- Single, female parents had the highest level of poverty.
- 30% of families require transportation for basics such as medical appointments.

Evaluating the Needs Assessment Data

After studying the needs assessment data from the Library survey and the FCSS survey, the following issues were identified:

- A. The Library is positioned to become the hub of the community because libraries are information specialists in an information driven environment. There is clearly a need for barrier free access to information.
- B. Lifelong learning is important to our community because 70% of our population is over 20 years. A significant portion of people in our area have not completed high school and will require access to resources in order to further their education. An aging population will demand information on various areas of interest.
- C. There is currently no agency that addresses the need for a referral and information system with regards to community programs and services. Some sectors of our community have barriers such as transportation so they have no way to access available resources.
- D. Almost half of the population is over 40 years and will be interested in preserving and protecting personal and local heritage.
- E. Enhanced library services address specific needs of different sectors of the population.

Overview of Goals for 2006-2010

A) Universal Community Hub

The library will strive to create barrier free access to the library, services and resources.

B) Lifelong Learning

The library will address the need for self-directed personal growth and development opportunities and the need to develop skills related to finding, evaluating and using information effectively.

C) Community Referral

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

D) Local History and Genealogy

The library will address the desire of community residents to know and better understand personal or community heritage.

E) Enhanced Library Services

The library will strive to provide enhanced library services that meet the needs of the community.

ACTION PLAN

Goal A: Universal Community Hub

The library will strive to create barrier free access to the library, services and resources.

The library will provide:

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

Previous success strategies:

- Newly renovated facility that creates an inviting, relaxing atmosphere
- A busy, vibrant library with increased circulation each year
- The library maintains a long tradition of community involvement by partnering with various community groups such as the Learning Council, Recreation Dept., and the schools
- Our many programs for all ages are very well attended
- Reasonable Borrower fees - \$15 /Family, \$10/Adult, \$7.50/Child
- Free borrower cards for children 6-15 years for June, July and August
- Half-price borrower cards for seniors week
- Free family memberships for Books for Babies and Welcome Wagon
- CNIB services to the visually impaired
- Two DAISY CD/Audio available for loan
- Handicap access at the circulation desk
- Handicap access for the Public Access Catalogue, handicap access ramp and two handicap stalls in front of the library
- Free or very low rental for the meeting room space for local service groups and organizations

OBJECTIVE	STRATEGY	ACTION	D-Director S-Staff	TIMELINE	SUCCESS
1 Promote the library as the community intersection	Public relations campaign	Educate-groups, businesses, individuals Advertising-newspaper, radio	BDS	2006-10	Circulation increase - 1% per year
	Encourage businesses to donate magazine subscriptions	Write sponsorship letters	BD	2007	Increase subscriptions by 2
2 Eliminate borrower fees	Fundraising	Showcase Cinema Special events-booksales, galas, raffles Solicit corporate sponsors Donations	BDS FOL/V BD BD	2008-10	\$15,000 raised per year
	Lobby local/provincial governments	Letters to MLA Lobby Town and County council	BD BD	2008-10	Increased sustainable funding
3 Provide adaptive technology	Feasibility study	Survey community to establish need	BDS	2007	Report to board and grant received
		Research equipment cost	DS	2008	
Research grant availability	S	2008			
	Train staff and public	Onsite training sessions	S	2008	Equipment being used regularly
4 Provide facility equiped for handicapped patrons	Wheelchair at front entrance	Talk to local hospital ladies auxillary	D	2006	Wheelchair donated
	Washroom renovations	Review costs and allocate funds	BD	2006	Washrooms completed
5 Provide outreach services	Arrange transportation for seniors	Partner with community organizations	BD	2006	Transport seniors 1 day per month
	Bookmobile	Corporate sponsors and/or grants	BD	2010	Grant received, bookmobile on the road
6 Increase hours open	Review operating budget	Lobby Town and County council	BD	2007	Open 4 hours Mondays

Goal B: Lifelong Learning

The library will address the need for self-directed personal growth and development opportunities and the need to develop skills related to finding, evaluating and using information effectively.

The library will provide:

- Emphasis on teaching the public to find and evaluate information rather than simply providing answers to questions
- Access to information in a variety of formats
- Library staff that is knowledgeable about how people seek information and learn
- An extensive collection of material on a wide variety of topics that are of interest to the general public

Previous success strategies:

- Hired a CAP student to provide computer literacy and internet training
- Training sessions were offered on evenings and Saturdays to accommodate people who could not attend throughout the day
- Staff have attended several workshops to learn how to use the electronic databases
- The public internet stations have been used as a computer lab for staff training
- The Supernet is installed and ready to be used for videoconferencing or training
- We now are able to accommodate art exhibits in our newly renovated meeting room that has rails for hanging the artwork and is in a secure location
- Staff offer spontaneous one-on-one training to patrons
- Staff is knowledgeable in providing expert assistance in locating materials of all types in all formats
- The staff teach patrons how to access information from the electronic databases
- The library has identified important links on the internet that are of interest to the public and has made them available on the library website

OBJECTIVE	STRATEGY	ACTION	B-Board D- Director S-Staff	TIMELINE	SUCCESS
1 Offer training sessions to specific groups	Businesses	Chamber of Commerce membership	D	2006	Raise profile - build library presence in business community 2 sessions per year
		Attend monthly C of C meetings	D	2007	
		Send out letters to businesses	S		
		Offer sessions on webpage design and internet searching	S		
	Target specific sectors-unemployed, underemployed	Survey to determine need Partner with other training agencies	BDS BD	2008	Offer 2 workshops
	Seniors	Basic computer/internet training	S	2006-10	6 training sessions/year
	Youth	Provide training as instructors	S	2008	2 workshops lead by youth
2 Develop skills for finding, evaluating, using information	Online databases	Provide training sessions for staff	PRL/S	2006-08	10% increase in use of library resources (stats)
		Provide training sessions for public	S		
	Provide computer lab/classroom	After hours computer use	S	2007	2 courses offered
	Increase basic library skills	Provide training to staff and public	S	2006-10	Survey question on annual customer satisfaction survey
	Provide listening and viewing multimedia stations	Purchase equipment - grants/budget	BD	2008-10	Keep record of # of people using the stations
3 Video conferencing	Promote supernet	Purchase equipment - grants/budget	BD	2007	Requests from community groups to use this resource
		Education Advertisement Training	S BD S		
	Identify service training needs	Survey the community	D	2008	2 training courses
4 Programs/displays of interest	Identify target audience	Locate and bring in displays	DS	2006-10	3 exhibits or programs/year

Goal C: Community Referral

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

The library will provide:

- Ongoing relationships with community organizations and local government agencies
- Easy, convenient, confidential access to community information in a variety of formats such as walk-in service, telephone, internet and print
- Referral services that concentrate on Seniors, low-income residents and new comers to the area
- Information on service for people with disabilities, mental health, local museums, legal aid, schools, medical & dental, recycling

Previous success strategies:

- Bulletin board dedicated to non-profit organizations in general
- Informal referral services for people who are new to the area
- We hand-out local telephone directories to people new to the area who sign up for a library card
- Act as a pick-up location for registration forms for the local nursery school
- Provide brochures and pamphlets from various government agencies

OBJECTIVE	STRATEGY	ACTION	V-Volunteer	TIMELINE	SUCCESS	
			B-Board D-Director S-Staff			
1	Set up an online community resource file	Gather, organize and disseminate community information	Grants to cover initial start up costs Create a website	BD S	2009	Funding in place and website operational
		Create a printed directory	Use data already compiled Distribute to service points throughout the community Update annually	S/V V S/V	2010	Distribute 2000 directories
2	Investigate an information and referral telephone line	Hold interagency meetings	Determine if funding or resources are available in the community	BD	2010	Up-to-date community information hotline
			Partner with local groups	BD		
			Identify best possible host facility	BD		
			Identify resources that library can provide	BD		
3	Community bulletin board	Encourage agencies to advertise programs and services in a central location	Designate space in the library	D	2007	Bulletin board being used by all agencies and public
			Promote space availability	DS		
			Public awareness campaign	DS		
4	Signage	Highway signs	Get approval from province Installation of highway signs	BD D/Other	2006	4 directional highway signs installed
		Tourist information center	Approach Chamber of Commerce Produce brochures and signage	D S	2006	Space designated at information center
		Billboard	Reserve space on community billboard	D	2006	Advertising - 2 times/year

Goal D: Local History and Genealogy

The library will address the desire of community residents to know and better understand personal or community heritage.

The library will provide:

- A significant collection of materials and other resources that chronicle the history of the community.
- Family history and genealogical research tools.
- Facilitation of borrowing and lending resources with local, provincial and national libraries.
- Special collection of historical interest.

Previous success strategies:

- Through PRL we are able to offer Ancestry Plus which can be used for genealogical searching
- We have the local newspaper on microfilm from 1918-1977
- The library has a special archive collection of print materials on Alberta and Canadian History
- There is an interest nation wide in David Thompson, the explorer. Rocky Mountain House plays a significant part in the history of David Thompson so plans have been formulated to enhance the archive collection pertaining to David Thompson

OBJECTIVE	STRATEGY	ACTION	V-Volunteer B-Board D-Director S-Staff	TIMELINE	SUCCESS
Increase the collection of local history	Gather relevant information from Museum and National Historic Park	Purchase items that are available Obtain permission to duplicate items where applicable	DS DS	2006-07	Indepth collection available for public use
	Identify specialty items deemed essential to an in-depth collection	Funding - budget/donations/grants	BD	2006-07	15 items purchased
	Provide archival records management	Train staff or volunteers in archival records management	DS	2006-07	A quality local history collection, professionally displayed
Provide genealogical and historical research resources	Promote genealogical resources to public	Train staff in the use of electronic database information	D	2006	Public awareness
		Provide classes to general public	S/V	2007-10	2 classes/year
Preserve local history	Establish a website dedicated to local history	Research the availability of grants Hire a research assistant	D D	2007	Website created
Digitization	Gather historic records, photographs, newspapers and maps	Research grant availability Partner with larger libraries	BD Other	2010	Establish precedent for preserving local history
Community involvement in preserving local history	Motivate community to volunteer	Collect photographs Prepare video or oral history interviews Offer programs on preserving local history	S/Other S/Other S/Other	2007	Establish precedent for preserving local history

Goal E: Enhanced Library Service

The library will strive to provide enhanced services in collection, programming, technology, staff, board development and volunteers.

The library will provide:

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

Previous success strategies:

- Entire collection has recently been weeded
- Popular, well attended Children's Storytime programs
- Enhanced, updated Young Adult area
- Outreach services to one of the Senior's Lodges
- Food for Fines program
- Two circulation computers for checking books in and out
- Three Public Access computers for looking up books, articles etc.
- Computer set up in Children's area
- Staff attend workshops, training and conferences throughout the year
- Improved staff benefits such as paying for half of AHC premiums and offering 3 sick days a year

OBJECTIVE	STRATEGY	ACTION	B-Board D- Director S-Staff	TIMELINE	SUCCESS		
1	Collection	Assess current collection	Determine gaps	PRL	2007	Collection survey report	
		Development	Expand A/V collection	DS	2006-10	Collection expanded by 5%/year	
	Develop French collection		DS	2006	Increase by 75 items/year		
	Expand youth/teen collection		DS	2006-10	Collection expanded by 5%/year		
2	Programming	Storytime programs	Provide programs for ages 6 - 12	S	2007	2 - 5 week sessions/year 1/month	
			Provide programs for ages 12 up	S			
	Increase author visits	Partner with schools, local bookstores and other agencies	D	2006-10	4 author visits/year		
		Poetry readings	Invite cowboy poets, local poets, etc.	DS	2006-10	2 - poetry readings/year	
	Book clubs	Initiate adult/teen book clubs	S	2007	2 book clubs meeting monthly		
	Offer offsite programs	Present storytime at daycare, schools	S	2006-10	2 sessions per year		
		day homes, nursery schools	S				
3	Technology	Ensure up-to-date technology	Current knowledge of technology	S	2006-10	2 sessions per year	
			Equipment replacement program	S			\$15,000 budgeted annually
			Current inventory	S			Inventory conducted annually
			Evaluation of technical service	BDS			Evaluate annually

4	Staff	Personal development	PRL Training Conferences	DS DS	2006-10	2 or 3 staff attending each session All staff once every 2 years
		Excellent customer service	Increased personal commitment through incentives	BD	2006	Question on customer satisfaction survey
		Library technician courses	Encourage staff to take courses Provide budget to pay for courses	D BD	2006	2 people/course/year as funding is available
5	Development	Benefits/Increased Wages	Lobby local government and conferences	BD	2006	\$10,00 increase in local funding
		Trustee training	ALTA Trustee training session PRL board planning sessions	BD BD	2006-10 2006-10	1 session every 3 years/member 3 board members attend
6	Volunteers	Revitalize Friends of the Library	Promote/advertise for new volunteers Create projects	FOL D/FOL	2006-10 2006	Increase the # of volunteers List of projects - 4

CONCLUSION

What will it look like if Rocky Mountain House Public Library is doing well and excelling in the area of meeting the needs of the community?

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