

Grande Prairie Public Library  
discover the possibilities

# Strategic Plan

2011 - 2014



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# Message from the Chair of the Library Board



With our new Strategic Plan, we embark on an exciting new course that will build on the successes of the first year in our new home where we experienced a 55% increase in memberships, circulation and patron visits.

As the needs and expectations of all segments of our community grow and change, we continue to strive to provide services and resources that support lifelong learning, personal enrichment and engagement.

The following document represents a great deal of hard work and cooperation from several groups that developed this Strategic Plan. We thank the Community Planning Committee for their vision and insight into the needs of the community and the commitment they brought to the process. The Board's support for and belief in the vision as well as the staff's thorough and thoughtful contributions are also evident throughout the Plan.

I would also like to take this opportunity to thank all of our funders at the municipal, regional and provincial levels and our donors for their continued support for library service and to our residents who guide and use our services.

I invite you to read our Plan. Over the next four years, we will strengthen the Library's role as a place where people gain the skills needed to find, evaluate and use information to meet their needs; where young children gain early literacy skills; where people have opportunities to broaden their cultural awareness; and where people find materials and services that stimulate their imagination and satisfy their lifelong learning goals.

I am excited about Grande Prairie Public Library's goals for service provision and look forward to realizing our vision as a highly valued, welcoming and well-used community gathering place.

Dennis Young, Chair  
Grande Prairie Public Library Board

# Acknowledgements

We would like to thank:

**Community planning committee** members for their time, commitment and belief in the importance of libraries.

**Library Board** members for their contributions and feedback throughout the process.

**Library staff** for their input, feedback and effort during the planning process and, in advance, for their work in implementing the Plan.

**Anne Smith**, J.A. Smith Research and Consulting Services Inc., for her guidance and leadership as facilitator of the strategic planning process.

## Community Planning Committee

**Kelly Benning** - Aboriginal Liaison Coordinator, Grande Prairie Regional College

**Fletcher Bootle** - Community representative

**Darlene Cardinal** - Dar Car Developments

**Pat Caulfield Fontaine** - Early Learning and Childcare, Grande Prairie Regional College

**Maura Good** - Grande Prairie Public Library Board member

**Jasmin Greavett** - Executive Director, Grande Prairie Council for Lifelong Learning

**Bob Hall** - Alberta Finance and Enterprise

**Kerri Jones** - Library staff member

**Lynne LeCorre-Dellaire** - Prairie Art Gallery

**Angela Mah** - Community Action on Crime Prevention

**Shannon Nelson** - Canadian Parents for French

**Mary Nutting** - South Peace Regional Archives

**Sarah Odolot-Okumu** - Immigrant Settlement Services

**Anne Repetowski** - Seniors Outreach

**Tymmarah Zehr** - Constituency Assistant to Wayne Drysdale, MLA Grande Prairie-Wapiti

**Gail Schau** - Grande Prairie & District Branch, Alberta Genealogical Society

**Bill Shaw** - Grande Prairie Public School District

**Emily Sylvester** - Alberta Employment and Immigration

**Donna Tink** - Past President, Grande Prairie Public Library Friends Society

## Library Board Members

Dennis Young, Chair

Gary Wood, Vice Chair

Bill Given, Council Representative

Lynne Coulter

Maura Good

Ralph Gray

Dave Logan

Wade Nellis

Dave Storey



# Overview of the Planning Process

The Library adopted the planning process developed by Sandra Nelson for the American Library Association. This process is recommended by Alberta Municipal Affairs, Public Library Services Branch, which is the provincial department with legislative responsibility for public libraries.

The Community Planning Committee is a critical component in the process and functions under two key assumptions:

- Libraries must respond to community needs.
- The community needs change over time.

A committee that included 17 community leaders, one Library Board member and one staff member convened for two day-long meetings on April 17, 2010 and May 5, 2010. Their mandate was:

- To describe the ideal future for Grande Prairie.
- To identify community needs that must be addressed to reach the ideal future for Grande Prairie.
- To identify the current strengths and weaknesses in Grande Prairie and the potential opportunities or threats that may have an impact on achieving the ideal future.
- To develop an understanding of the current conditions in the library.
- To develop an understanding of the 18 Service Responses the Grande Prairie Public Library could undertake to respond to these needs.
- To recommend a set of priority focus Service Responses for the 2011-2014 Plan of Service to the Board.

The Library Board and Staff held meetings to review and respond to the Committee's recommendations. They undertook their own analysis of each Service Response in order to inform the Community Planning Committee of the Library's current strengths or where challenges exist.





At the Community Planning Committee's second meeting, they reviewed the Board and Staff feedback and then put forward a final list of recommended priority focus Service Responses.

The Library Board approved the following five Priority Service Responses for the Library's 2011-2014 Strategic Plan:

**Celebrate Diversity: Cultural Awareness**

**Create Young Readers: Early Literacy**

**Satisfy Curiosity: Lifelong Learning**

**Stimulate Imagination: Reading, Viewing, and Listening for Pleasure**

**Understand How to Find, Evaluate, and Use Information: Information Fluency**

The Board further endorsed *Express Creativity: Create and Share Content* and *Learn to Read and Write: Adult, Teen and Family Literacy* as areas of exploration and partnership. There is considerable activity within Grande Prairie in these two areas and the Library should support this. Understanding the current situation in terms of stakeholders, activities and connections between and across organizations is important. The Board also affirmed that the physical space and welcoming nature of the library are valued and important.

A strategic framework of goals and objectives was then developed based on the five priority focus Service Responses and on the following:

- Implementation of the Service Responses will be staged during 2011-2014 (everything does not have to be done in Year 1).
- The recommended priorities are broad in nature and give scope for openness and change.
- Future resources are unknown. The power of the priority focus Service Responses is that they enable the Library to focus energy and resources as they are available.
- Priority focus means enhancement and development of the Service Response to a standard of excellence.

The Grande Prairie Public Library looks forward to working with community partners and residents to achieve the goals in this Strategic Plan.

# Vision

The Library is a highly valued, welcoming and well-used community gathering place and a stepping stone for learning, personal enrichment and engagement.

# Mission

To enrich, inform and engage the community by providing resources that promote discovery, lifelong learning and leisure pursuits.

# Our Values

The Library Board and staff are committed to:

## Accessibility:

*We provide barrier free access to facilities, resources and programs.*

## Accountability:

*We are accountable to our community for the services we provide.*

## Creativity and Innovation:

*We encourage and support creative approaches and innovation in all that we do.*

## Quality:

*We value excellence in our customer services, collections and programs.*

## Collaboration and Partnership:

*We believe in working with others to serve our community.*

## Information and Literacy:

*We believe in the importance of an informed and literate community.*

## Intellectual Freedom:

*We encourage the free exchange of information and ideas.*

## Diversity:

*We value and celebrate the diversity of interests, perspectives and cultures in our community.  
We treat all people with respect and dignity.*

## Love of Reading:

*We nurture the joy of reading for community members of all ages.*



# Priority Service Responses

## Celebrate Diversity: Cultural Awareness

*Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.*

### Goal:

*All residents will have resources that promote understanding and appreciation for their personal heritage and the cultures of others.*

### Objectives:

- By 2014, a minimum of 2 new partnerships to celebrate diversity will be developed.
- Each year in the Plan of Service 4 to 6 programs/events will be undertaken to celebrate diversity.
- By 2014, there will be a 25% increase in community members participating in programs/events celebrating diversity.
- By 2014, there will be a 10% increase in the International Language Collection that is available to Library patrons.
- By 2014, there will be a 5% increase in the French language collection.



# Create Young Readers: Early Literacy

*Children from birth to age five will have programs and services designed to ensure they will enter school ready to learn to read, write and listen.*



## Goal:

***Preschool children will have the skills needed for reading readiness.***

## Objectives:

- By 2014, there will be a 20% increase in the number of children participating in preschool programs.
- By 2014, there will be a 20% increase in preschool programs offered.
- By 2014, there will be a 10% increase in circulation of materials for young children.
- By 2014, there will be a 15% increase in the collection size for preschool children.
- By 2014, 85% of parents/caregivers attending programs with a preschool child will indicate that the program was of value and benefit to their child.

## Goal:

***Parents and caregivers of preschool children will have the skills and resources they need to support reading readiness.***

## Objectives:

- Each year in the Plan of Service a minimum of two early literacy skill development programs will be provided to parents so they can encourage their child's reading readiness.
- By 2014, at least 50% of surveyed parents and caregivers attending skill development programs will indicate that they have increased their literacy activities with their children.

# Satisfy Curiosity: Lifelong Learning

*Residents will have the resources they need to explore topics of personal interest to continue to learn throughout their lives.*

## Goal:

*All residents will have resources to explore personal interests, expand their interests, acquire knowledge and continue to learn.*

## Objectives:

- By 2014, 85% of users surveyed respond that:  
*The Library's collection of materials for lifelong interest purposes is very good or excellent.*  
*The information assistance they receive when looking for information or asking about a topic of personal interest is very good or excellent.*
- By 2014, there will be a 10% increase in lifelong learning programs provided.
- By 2014, 85% of surveyed participants in lifelong learning programs will indicate an increase in their personal knowledge as a result of participating in the program.



# Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

*Residents will have materials to enhance their leisure time and will have the help they need to make choices from the above options.*

## Goal:

*All residents will have resources that excite their imagination and provide reading, viewing and listening pleasure.*

## Objectives:



- By 2014, 85% of users surveyed respond that:  
*They find something to read, view or listen to for pleasure.*

*The collection of materials to enhance their leisure time is good or excellent.*

*The assistance they receive from staff when requesting an item to read, view, or listen to for pleasure is very good or excellent.*

*They receive materials in a timely manner.*

- By 2014, there will be a 5% increase in circulation of materials related to reading, viewing and listening for pleasure.
- Each year of the Plan of Service, a 2% increase in the Library's reading, viewing and listening for pleasure collection will occur.
- By 2014, 4 collaborative activities focused on Stimulating Imagination will have occurred.

# Understand How to Find, Evaluate, and Use Information:

## Information Fluency

*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.*

### Goal:

*All residents will have the skills and knowledge needed to evaluate and use tools effectively to access meaningful and relevant information.*

### Objectives:

- By 2014, at least 85% of surveyed Library users will report that, as a result of using the library, they feel more:

*Knowledgeable and/or*

*Competent and/or*

*Comfortable in fulfilling their information needs and/or*

*Other benefit (written response required)*



- By 2014, there will be a 15% increase in the educational opportunities provided by the Library about how to find, evaluate, and use information.
- By 2014, at least 85% of surveyed participants in a Library educational opportunity (on how to find, evaluate and use information) will indicate that Library staff :

*Seemed knowledgeable and/or*

*Assisted them effectively and/or*

*Helped them to have a positive experience*

# Definitions

**All residents:** All residents in Grande Prairie and area.

**Educational opportunities:** a “Library educational opportunity” could be a program, an online tutorial, a theme-based display or an interaction with a staff member.

**Early literacy skill development program:** includes activities such as an “Introduction to the Library” tour, books for babies program, a parented story time or a theme-based display.

**Emergent literacy:** a stage in a child’s communications development, emerging from solely oral language to attempts to read and write.

**International collection:** a collection of books available for borrowing from the Alberta Multilingual Books Consortium. The books come in blocks of 25 for a loan period of 6 months. Close to 40 languages are available.

**Outreach:** extending the Library’s resources into the community. Examples include school visits, representation at community agency meetings, fairs, expos, presentations to groups.

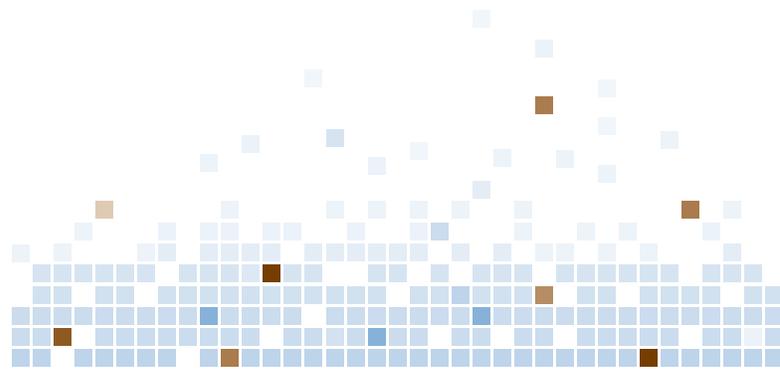
**Preschool children:** children from birth to five years of age.

**Reading readiness:** the child likes books; enjoys language; sees letters; hears, sees and understands words; and can tell a story.

**Resources:** all Library materials, programs and services as well as the use of space such as rooms in the Library, equipment plus any of these provided out in the community.

**Service response:** what a library does for, or offers to, the public in an effort to meet a set of well-defined community needs.





# Grande Prairie Public Library

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