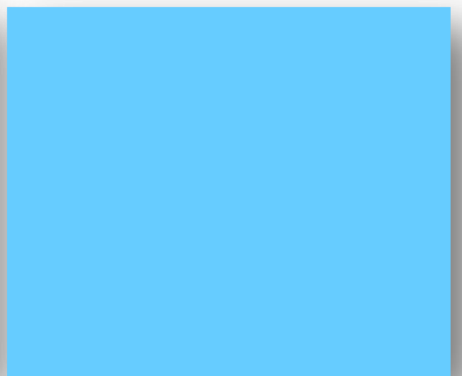
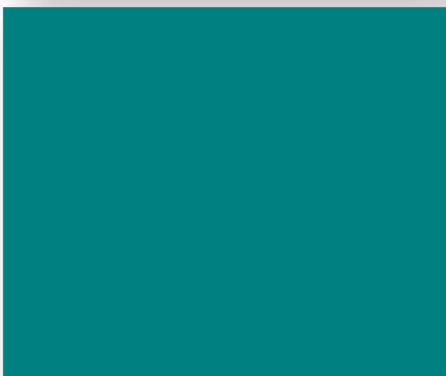


# Plan of Service



2015-2020

# INTRODUCTION



**A**s the Town of Rocky Mountain House Library Board of Trustees, we are pleased to present the 2015-2020 Plan of Service.

We developed this plan, which will guide our operations for the next five years, based on the input and feedback received from community members and organizations. This plan will allow us to provide relevant and responsive services to our patrons, enabling them to meet their goals.

As always, we value and appreciate any feedback. We strive to be a flexible organization that is able to meet our patron's needs and exceed expectations in all levels of service delivery.

We embrace future opportunities presented to libraries and look forward to finding solutions that enhance the library experience for all residents of Rocky Mountain House and Clearwater County.

- |               |                               |
|---------------|-------------------------------|
| MIKE DAY      | Chair, Clearwater County      |
| MONA CROCKER  | Vice Chair, Clearwater County |
| MATHEW MASI   | Secretary, Town of RMH        |
| TAMMY BURKE   | Councilor, Town of RMH        |
| THERESA LAING | Councilor, Clearwater County  |
| SUSAN BRUN    | Town of RMH                   |
| LINDA ZUBER   | Town of RMH                   |
| BONNIE LEAF   | Clearwater County             |



# ACKNOWLEDGEMENTS

The Plan of Service Team offers its sincere thanks to Town of Rocky Mountain House Library Board of Trustees, Parkland Regional Library and members of our community for their leadership and support in developing the following strategic goals. Guidance throughout this process has helped to align our priorities and set a path for the next five years.

The staff were also key in setting the direction of this plan. Our people on the front lines know our patrons best as they interact with our community on a daily basis. We would like to send our gratitude towards those of you who voiced your opinions and ideas, as you have helped build our plan for success.

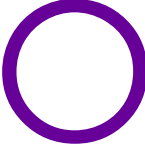
The achievements of the library to this point would not have been possible without the continued support of the Town of Rocky Mountain House and Clearwater County. Thank you for believing in and supporting our vision.

## The Plan of Service Team

MARIANNE COLE	Chair (Outgoing)
CATHIE MACDONALD	Manager
RAINA DEZALL	Assistant Manager
SUE BRUN	Trustee
LINDA ZUBER	Trustee

# COMMUNITY NEEDS ASSESSMENT CONTRIBUTORS



 ur community needs assessment meeting on October 20, 2014 had 26 participants from the community and was facilitated by Karyn Goodwillie and Rhonda O'Neill of Parkland Regional Library. Community stakeholders and groups represented at the meeting included:

- **Condor Elementary School**
- **Westward Goals**
- **West Central High School**
- **Chamber of Commerce**
- **West Country Family**
- **St. Matthew Catholic School**
- **Rocky Mountain House Museum**
- **Lochearn Elementary School Parent Advisory Council**
- **WeHub Society of**
- **Rocky Elementary School**
- **Rotary Club of Rocky**
- **Community members at**
- **Evergreen Parent Link**
- **Library Staff**
- **Rocky Mountain House**
- **Town of Rocky Mountain House Council**
- **Family and Community**
- **Clearwater County Council**
- **Wild Rose Women's Shelter**
- **Town of Rocky Mountain**



# COMMUNITY PROFILE

Rocky Mountain House is home to approximately 7300 residents and is part of the larger Clearwater County, populated at over 12,000 people.

The largest age group in Rocky Mountain House is 35-64 year olds, which account for 36.6% of the population.<sup>1</sup>

Clearwater County also includes three First Nations reserves: Sunchild, O'Chiese and Bighorn. The First Nations people are primarily Cree, Stoney, and Saulteaux.

In Rocky Mountain House, 92.4% of the population reported English only as mother tongue, 1.2% reported French only, and 5.3% reported a non-official language only.<sup>1</sup>

<sup>1</sup>Statistics retrieved from Statistics Canada 2011 census : <http://www12.statcan.gc.ca/>



# ROCKY PUBLIC LIBRARY

In 2014



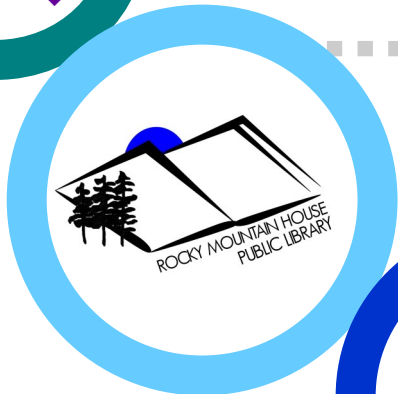
Catalogue visits:  
**13,244**



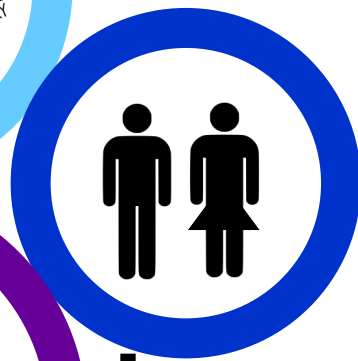
Website visits:  
**32,869**



Circulation:  
**81,703**



e-item  
circulation  
increase  
**70%**



Patrons:  
**3,825**

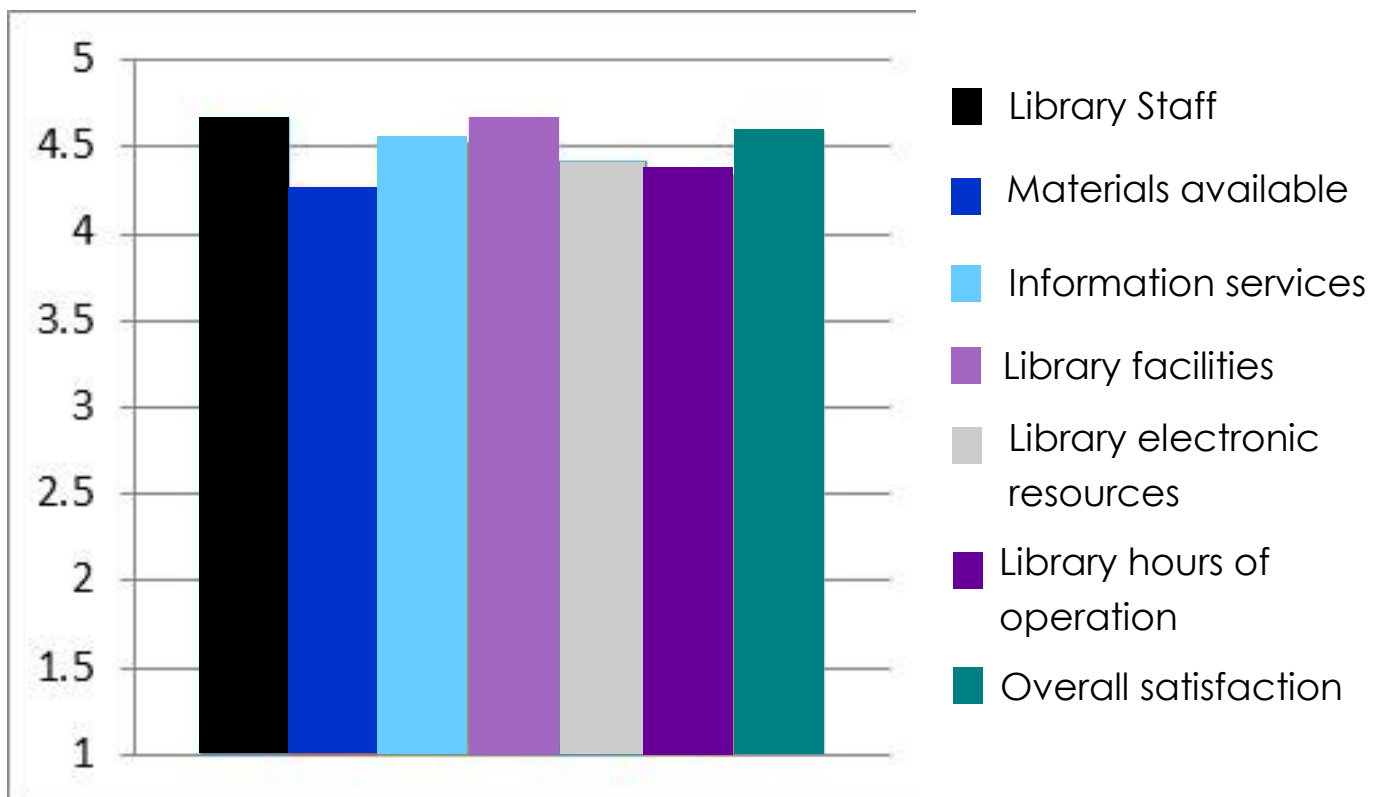


# ROCKY PUBLIC LIBRARY PROFILE

## RMHPL Annual Customer Satisfaction Survey Results—October 2014

Measurement Legend:

- 1 Unsatisfied
- 2 Very little satisfied
- 3 Moderately satisfied
- 4 Very satisfied
- 5 Completely satisfied



MISSION



# COMMUNITY HUB

Rocky Mountain House Public Library provides a welcoming space with resources that meet the changing needs of our community.







- COLLABORATION
- ACCEPTANCE
- CREATIVITY
- ADVOCACY

## COMMITMENT

We are committed to providing a hub for the community that offers:

- Programs and services that reflect the needs of the community
- Prompt, courteous, and efficient patron services
- A diverse and balanced library collection that is current
- Universal access to resources, services and technology

# STRATEGIC GOALS



## ■ COLLABORATION

RESIDENTS AND VISITORS RECOGNIZE THE LIBRARY AS A COMMUNITY HUB WHERE THERE IS EXTENSIVE INTERACTIONS BETWEEN THE LIBRARY AND VARIOUS GROUPS AND ORGANIZATIONS IN THE COMMUNITY

### **OBJECTIVE 1:**

Library staff and/or respective board members take an active role in the broader community to gain insight into the needs of our surrounding area.

### **STRATEGIES**



- Staff and/or board members will participate in a minimum of 2 community meetings or events per month
- Report news from other various service group and organization meetings as a regular Board meeting agenda item
- Create a mascot that attends local events, especially those that are planned by interagency groups



# STRATEGIC GOALS

## ■ COLLABORATION

RESIDENTS AND VISITORS RECOGNIZE THE LIBRARY AS A COMMUNITY HUB WHERE THERE IS EXTENSIVE INTERACTIONS BETWEEN THE LIBRARY AND VARIOUS GROUPS AND ORGANIZATIONS IN THE COMMUNITY

### **OBJECTIVE 2:**

Residents and visitors are able to choose from a diverse range of programs, events and resources as reflected by our involvement in the broader community.

### **STRATEGIES**



- Partner with various community organizations to develop programs and service that meet the needs of that organization and their clients
- Provide training and assistance to patrons in how to search library tools to access materials that meet their needs
- Library administration will coordinate with programming staff to choose appropriate programs
- Research and create displays that highlight the other service groups in our community and what they are accomplishing



## ■ ACCEPTANCE

RESIDENTS AND VISITORS FIND OUR LIBRARY TO BE A WELCOMING AND ACCEPTING SPACE

### **OBJECTIVE 1:**

Our library reflects the diversity of our community needs and desires with open access to physical spaces

### **STRATEGIES**



- Increase our operational hours
- Undertake an in-depth evaluation of current space, future needs and development
- Research and install a coffee bar area
- Increase usable, comfortable public space



# STRATEGIC GOALS

## ■ ACCEPTANCE

RESIDENTS AND VISITORS FIND OUR LIBRARY TO BE A WELCOMING AND ACCEPTING SPACE

### **OBJECTIVE 2:**

Our library reflects the diversity of our community needs and desires with open access to virtual spaces

### **STRATEGIES**



- Undertake an in-depth evaluation of public computer/technology needs
- Broaden the scope of the library website to include more links to community information
- Pilot new programs geared towards computer training and information literacy
- Research and access grant funding in order to hire staff to provide additional programming and technology training
- Educate patrons and staff on use of online resources and tools available through the library website
- Research viable options to increase our wifi bandwidth

# STRATEGIC GOALS



## ■ CREATIVITY

RESIDENTS AND VISITORS USE OUR LIBRARY AS AN ENVIRONMENT TO SATISFY THEIR NEED TO EXPERIMENT, CREATE AND DISCOVER

### **OBJECTIVE 1:**

Our library creates unique and innovative programs as a catalyst for learning

### **STRATEGIES**



- Access community resources through collaboration and mentorships
- Staff attends workshops in order to facilitate new programs and tools
- Research and access grant funding for new programs and materials



# STRATEGIC GOALS

## ■ CREATIVITY

RESIDENTS AND VISITORS USE OUR LIBRARY AS AN ENVIRONMENT TO SATISFY THEIR NEED TO EXPERIMENT, CREATE AND DISCOVER

### **OBJECTIVE 2:**

Our library provides unique and innovative tools as a catalyst for learning

### **STRATEGIES**



- Purchase and implement gaming software and hardware for patron use
- Create spaces for introspective learning, exam proctoring, and webinars
- Research and access videoconferencing opportunities
- Purchase and implement creation software with a mobile lab
- Research viable options to increase our wifi bandwidth



## ■ ADVOCACY

RESIDENTS, VISITORS AND COMMUNITY STAKEHOLDERS ARE INFORMED ABOUT LIBRARY PROGRAMS, EVENTS AND SERVICES

### **OBJECTIVE 1:**

Develop and implement an advocacy plan to raise awareness and knowledge of Rocky Mountain House Public Library through interagency and media partners

### **STRATEGIES**



- Maintain an Advocacy Committee consisting of board and staff
- Provide an advocacy report at each board meeting
- Staff and/or board members will participate in a minimum of 2 community meetings or events per month
- Seek out new media outlets and partnerships
- Inform Town and County councilors of all library events
- Increase membership and value of Friends of Library by establishing a stronger connection with the board
- Research the possibilities and implications of free memberships





# MEASUREMENT OF SUCCESS

In order to measure the success of the library's services and to provide ideas for improvement, library staff and board will conduct surveys and collect statistics with the following goals in mind, to be achieved by 2020:

- ■ ■ ■ Increase membership by 15%

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- Increase circulation by 15%

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- ■ Increase e-usage by 50%

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- ■ ■ ■ Maintain a 90% overall satisfaction rating for services

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- ■ ■ ■ Increase program attendance by 50%

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- ■ Increase collaborative programming by 20%

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- ■ Achieve a 90% satisfaction with new technology tools and programs

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- ■ Maintain 90% satisfaction with facility

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- ■ Maintain 90% satisfaction with hours

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## LEGEND



- |                 |              |
|-----------------|--------------|
| ■ COLLABORATION | ■ CREATIVITY |
| ■ ACCEPTANCE    | ■ ADVOCACY   |