

Plan of Service



2021-2025

INTRODUCTION



As the Town of Rocky Mountain House Library Board of Trustees, we are pleased to present the 2021-2025 Plan of Service.

The purpose of this plan is to provide the framework upon which operational decision-making is made for the next five years. It is based on the input and feedback received from community members and organizations. This plan will allow us to implement relevant and responsive services to our community, thus enabling our patrons 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 patrons' 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.

ROBIN BEGIN	Chair, Town of RMH
MIMI COLE	Vice Chair, Town of RMH
KAREN TRAVIS	Secretary, Clearwater County
LEN PHILLIPS	Councilor, Town of RMH
CAMMIE LAIRD	Councilor, Clearwater County
JENNIFER LEFEBVRE	Trustee, Town of RMH
KAREN MEHLHAFF	Trustee, Clearwater County
MIKE STANNIX	Trustee, Clearwater County



ACKNOWLEDGEMENTS

The Plan of Service Team offers its sincere thanks to the Town of Rocky Mountain House Library Board of Trustees, Parkland Regional Library, Public Library Services Branch, 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 team 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

BEN WORTH	Manager
KAREN TRAVIS	Trustee
MIMI COLE	Trustee
MIKE STANNIX	Trustee
KAREN MEHLHAFF	Trustee

COMMUNITY PROFILE



Rocky Mountain House is home to approximately 6,630 residents and is part of the larger Clearwater County, populated at approximately 12,000 people.¹

The largest 15-year span age group in Rocky Mountain House is 15-29 year-olds, accounting for 20.1% of the population. The population under the age of 40 represent approximately 54% of the population with those 40 years of age and older representing the other 46% of the town's population.¹

Clearwater County also includes three First Nations reserves: Sunchild, O'Chiese and Bighorn. The First Nations people are primarily Cree, Stoney, and Saulteaux. Approximately 7.4% of Clearwater County residents identified North American Aboriginal ethnic origins.¹

In Rocky Mountain House, 91.4% of the population reported English only as their mother tongue. 6.4% reported a non-official languages only, with sizable responses for Austronesian languages (155), Tagalog (140), and Indo-European languages (160).¹

¹ Statistics retrieved from Statistics Canada 2016 census : <http://www12.statcan.gc.ca/>





COMMUNITY NEEDS ASSESSMENT

At the time of developing this Plan of Service document several challenges impacted how the Town of Rocky Mountain House Library Board was able to approach this task. 2020 and 2021 saw significant disruptions to library operations, our community, and the world due to the COVID-19 pandemic.

As a result, the baseline statistics for 2020 may present a significantly skewed view of normal service. Additionally, restrictions in place due to the pandemic impacted how information was gathered for this document. In March 2021 we conducted a community feedback survey which received 189 responses. While this survey was widely shared within the community and distributed through interagency channels, it is unclear if any of the respondents represent local service groups or other organizations from whom, under other circumstances, we might have sought direct input.

We did benefit from additional information gathered by FCSS in the forms of a social needs assessment, seniors social needs assessment, and social master plan documents prepared by Moorhouse & Associates Consulting Inc., Objective Research & Evaluation, and RC Strategies. The project of collecting information and feedback for these documents began in 2019 and was finished in early 2020.

Library staff have also provided feedback throughout this process based on personal perception as well as direct feedback from the community, and navigating the exceptional challenges of the COVID-19 pandemic.

ROCKY PUBLIC LIBRARY In 2020



Program
Attendance:
3,269



Total Public
Computer Sessions:
4,077



Total
Circulation:
55,910



Virtual
Circulation:
9,146



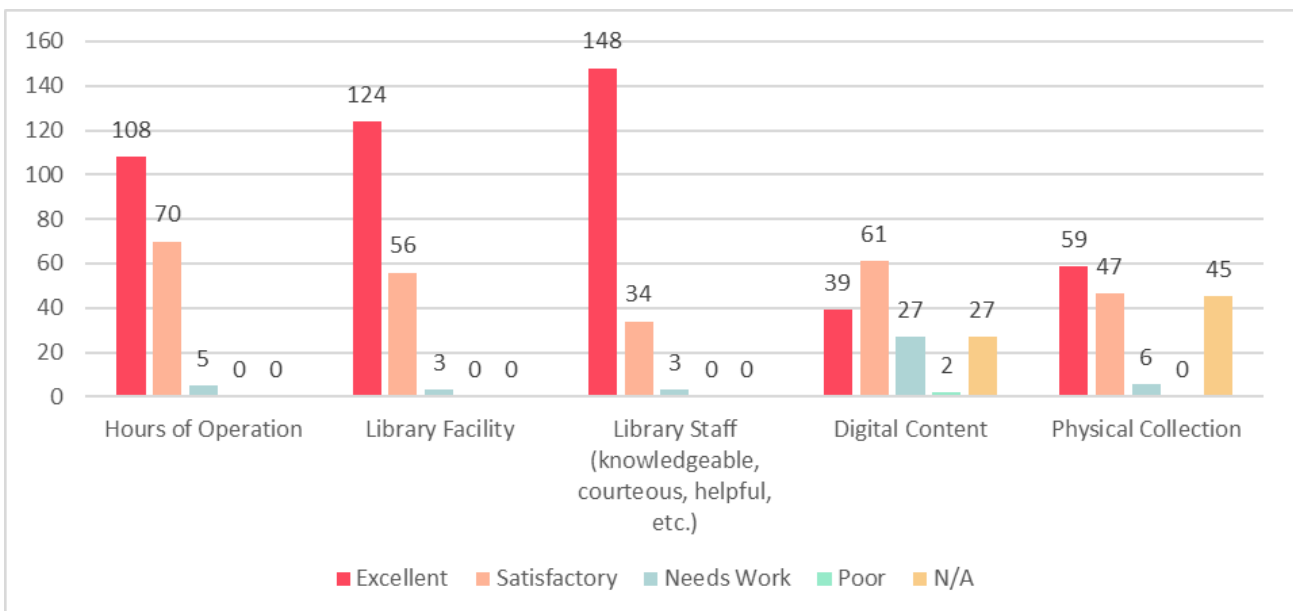
Cardholders:
1,637



ROCKY PUBLIC LIBRARY PROFILE

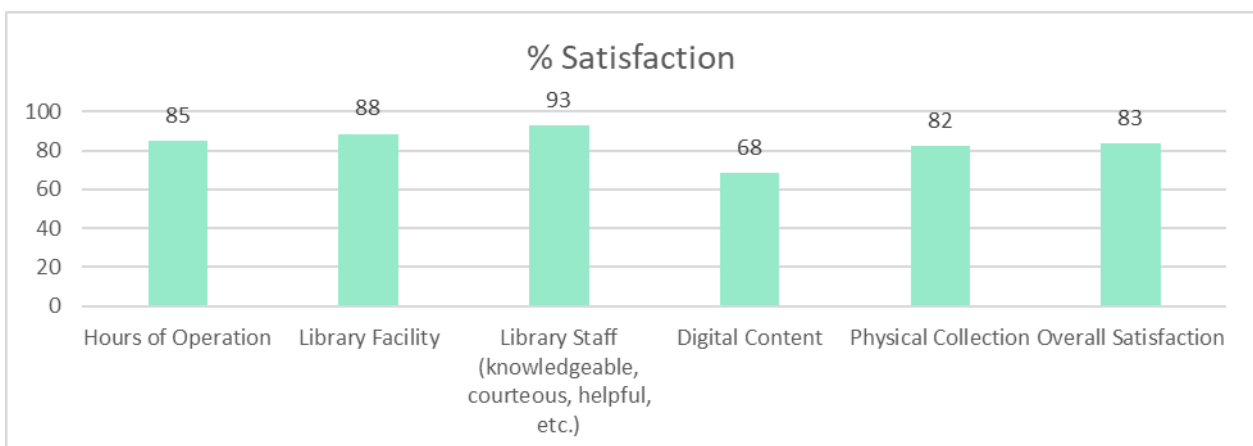
Rocky Mountain House Public Library Plan of Service Survey Results - March 2021

- The following data is extracted and extrapolated from the survey. Additional information and details are available in the complete survey responses summary.



- The 2021 survey questions were scaled as follows:
Excellent = 100%, Satisfactory = 66%, Needs Work = 33%, Poor = 0%

The total responses for each level of satisfaction were multiplied by the assigned percent (100% = x100), totaled together, and divided by the total responses in order to determine a percent satisfaction value.



MISSION



COMMUNITY HUB

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





VALUES

- COLLABORATION
- DIVERSITY & INCLUSION
- CREATIVITY
- OUTREACH & ENGAGEMENT
- ADAPTABILITY

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 ARE 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



STRATEGIC GOALS

■ COLLABORATION

RESIDENTS AND VISITORS RECOGNIZE THE LIBRARY AS A COMMUNITY HUB WHERE THERE ARE 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 share resources and develop programs and services that are mutually beneficial and expand our reach within the community
- Library administration will coordinate with programming staff to choose appropriate programs
- Provide information on services and other service groups in our community both in the library and on our website

STRATEGIC GOALS



DIVERSITY & INCLUSION

RESIDENTS AND VISITORS FIND OUR LIBRARY TO BE A SAFE, WELCOMING, AND INCLUSIVE SPACE

OBJECTIVE 1:

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

STRATEGIES

- Increase usable, comfortable public space
- Promote the library's meeting room as a space available for community meetings and gatherings
- Review 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 in order to access materials and information



STRATEGIC GOALS

DIVERSITY & INCLUSION

RESIDENTS AND VISITORS FIND OUR LIBRARY TO BE A SAFE, WELCOMING, AND INCLUSIVE SPACE

OBJECTIVE 2:

Our library reflects the diversity of our community with a wide selection of materials, resources, and programs

STRATEGIES

- Our collections include a wide range of materials which represent a diversity of perspectives, including content from visible and non-visible minority or marginalized creators
- Our collections and resources include a range of formats that are accessible to people of different mental and physical abilities
- Our materials, resources, and programs reflect the language needs of our community members
- Offer programs for community members of all ages
- Offer a range of programs that appeal to various interests in the community and aim at bringing people together and strengthening our community

STRATEGIC GOALS



CREATIVITY

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

OBJECTIVE 1:

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

STRATEGIES

- Staff participate in workshops and other professional development opportunities in order to facilitate new programs and tools
- Review and access funding opportunities for new programs (e.g. STEAM presenters/ guest program facilitators, and instructors)



STRATEGIC GOALS

CREATIVITY

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

OBJECTIVE 2:

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

STRATEGIES

- Provide a variety of gaming equipment for patron use
- Create spaces for introspective learning, exam proctoring, and webinars
- Utilize the meeting room as a space for quiet self-directed learning outside of program and community meeting use
- Provide access to and instruction on a variety of creation equipment
- Review and access funding opportunities for new equipment (e.g. musical instruments, creation tools - sewing machines, 3D printer, printmaking equipment, etc.)

STRATEGIC GOALS



OUTREACH & ENGAGEMENT

RESIDENTS, VISITORS, AND COMMUNITY STAKEHOLDERS ARE INFORMED ABOUT & ENTHUSIASTIC FOR LIBRARY RESOURCES, PROGRAMS, EVENTS, AND SERVICES

OBJECTIVE 1:

Position the library as the hub of the community. A shining example of excellence that encourages interagency collaboration, and draws the community together

STRATEGIES

- Provide an advocacy report at each board meeting
- Spend more time out of the library facility in the community to take library programs, resources, and services out to people
- Have a presence at community events, e.g. Festival of Trees, parades, community celebrations, Polar Bear Swims, Market on Main, etc.
- Partner with various community organizations to share resources and develop programs and services that are mutually beneficial and expand our reach within the community
- Provide a safe and supportive work environment for staff that encourages service excellence



STRATEGIC GOALS

■ OUTREACH & ENGAGEMENT

RESIDENTS, VISITORS, AND COMMUNITY STAKEHOLDERS ARE INFORMED ABOUT & ENTHUSIASTIC FOR LIBRARY RESOURCES, PROGRAMS, EVENTS, AND SERVICES

OBJECTIVE 2:

Seek to influence decision-makers by telling the story of what makes the library unique and valuable.

STRATEGIES

- Introduce staff and trustees individually through social media and other promotional methods with the intent to build relationships. i.e. put a face to library stakeholders (share favorite book, or one thing you recently used the library for, etc.)
- Prepare an “elevator pitch” that frames the messaging in terms of the impact and benefits of the library to the audience
- Inform Town and County councillors of all library events
- Seek out new media outlets and partnerships

STRATEGIC GOALS



ADAPTABILITY

RESIDENTS AND VISITORS CAN RELY ON OUR LIBRARY TO CONTINUOUSLY ANTICIPATE AND RESPOND TO CHANGING COMMUNITY NEEDS AND CIRCUMSTANCES

OBJECTIVE 1:

Our library provides flexible and adaptive services to meet the changing needs of our community

STRATEGIES



- Increase our operational hours
- Solicit regular community feedback through an annual survey in addition to welcoming year-round input
- Invite more explicit community feedback via regularly-used program evaluation forms
- Develop programs geared towards building and strengthening a variety of literacies based on social trends, e.g. information literacy, media literacy, financial literacy, etc.



STRATEGIC GOALS

ADAPTABILITY

RESIDENTS AND VISITORS CAN RELY ON OUR LIBRARY TO CONTINUOUSLY ANTICIPATE AND RESPOND TO CHANGING COMMUNITY NEEDS AND CIRCUMSTANCES

OBJECTIVE 2:

Our library facility provides multi-purpose spaces which are adaptable to meet a variety of community needs

STRATEGIES

- Undertake an in-depth evaluation of current space, future needs and development
- Undertake an in-depth evaluation of public computer/technology needs
- Solicit regular community feedback through an annual survey in addition to welcoming year-round input



ADDITIONAL SUCCESS MEASURES

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 the end of 2025:

- Increase membership by 15%

- Increase circulation by 15%

- Increase e-usage by 50%

- Maintain a 90% overall satisfaction rating for services

- Increase program attendance by 50%

- Increase collaborative programming by 20%

- Achieve a 90% satisfaction with technology tools & resources

- Maintain 90% satisfaction with facility

- Maintain 90% satisfaction with hours

- Maintain 90% job satisfaction of library staff

LEGEND



- COLLABORATION
- CREATIVITY
- ADAPTABILITY
- DIVERSITY & INCLUSION
- OUTREACH & ENGAGEMENT