



GRANDE PRAIRIE PUBLIC LIBRARY PLAN OF SERVICE 2015 – 2017

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ACKNOWLEDGEMENTS

Grande Prairie Public 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 and Tourism, Community Development Unit, Northern Region, Grande Prairie Office - Miriam Mahnic, Community Development Officer
- Community members who graciously gave their time with our consultation sessions and surveys.
- The Community Foundation of Northwest Alberta for their Vital Signs and Youth Vital Signs publications.

STATEMENT OF APPROVAL AND ACCOUNTABILITY

The strategic plan for the three years commencing January 1st, 2015 was prepared under the direction of the Grande Prairie Public 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 October 14, 2014:

“I move the adoption of this Plan of Service for the years 2015 to 2017.”

Motion made by: Lynne Coulter.

Motion seconded by: Chris Thiessen

Carried.

Original signed by

Lynne Coulter, Grande Prairie Public Library Board Chair
October 14, 2014

VISION

Grande Prairie Public 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.

VALUES

Grande Prairie Public Library supports the following principles for equitable public library service:

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.

LIBRARY PROFILE

History:

In 1939, the Grande Prairie Branch of the Women's Institute asked Grande Prairie town council for room in the town hall for a new library. The town approved the request, and with donations from local citizens, the new library opened on June 15th with a collection of 300 books. Seventy-five years and five locations later, the Grande Prairie Public Library is located in the beautiful Montrose Cultural Centre.

Access:

The Library is open 7 days a week year round.

On-line access: <http://www.gppl.ab.ca> / Facebook: <https://www.facebook.com/pages/Grande-Prairie-Public-Library/>

Governance:

Grande Prairie Public Library is governed by a volunteer board consisting of:

- 1 member of Grande Prairie City Council
- 1 member from MD of Greenview Council
- 8 Community Members at Large

Human Resources:

The Library Director is Maureen Curry. Grande Prairie Public Library employs 55 staff members. Volunteers provide approximately 1,670 hours of volunteer services per year.

Clientele / Community:

The library serves the City of Grande Prairie, the County of Grande Prairie, and the MD of Greenview. The City of Grande Prairie is 456 kilometres northwest of Edmonton and has a population of approximately 55,000. The city services a trading area of over 250,000 people spanning northwestern Alberta, northeastern British Columbia and the Northwest Territories. The Municipal District of Greenview No. 16 is the third largest rural municipality in the province. It includes the hamlets of Little Smoky, Ridgevalley, DeBolt, Landry Heights and Grovedale. The borders encompass the Sturgeon Lake Cree Nation and the towns of Fox Creek, Grande Cache and Valleyview. The County of Grande Prairie No. 1 is a municipal district in northwestern Alberta, Canada. It is bounded on the south by the Wapiti River, on the east by the Smoky River and on the west by the province of British Columbia. Population is approximately 21,000.

Affiliations:

The Grande Prairie Public Library's main partnerships include Peace Library System, The Alberta Library (TAL), and The Regional Automation Consortium (TRAC), and the Provincial Public Library Network Nodes. Additionally, numerous community partnerships add value to the services delivered by the Grande Prairie Public Library.

Card Holders:

13,118 memberships (2013).

Circulation:

481,327 virtual and physical items circulated (2013).

Interlibrary Loans:

52,860 borrowed: 64,400 lent (2013).

Collection:

154,631 physical and electronic items in the collection (2013).

Programming:

865 Programs (2013).

118 Awareness Programs (Tours and Outreach) (2013).

Technology:

43 public access computers (2013).

Wireless access is also available 365 days of the year.

Reference Transactions

15,262 (2013)

PLAN OF SERVICE PROCESS

The Plan of Service process utilized by the Grande Prairie Public Library included the following elements and timelines:

PLAN OF SERVICE PROCESS			
PHASE	ITEM	TIME COMMITMENT	PROGRESS
PHASE I	COMMUNITY INPUT / NEEDS ASSESSMENT		
PURPOSE	Gather input to ensure that we have the information we need in order to make an informed decision. Involve citizens and those with access to input to ensure that those who have a stake in the process are involved in the process.	October 2013 – August 2014	Completed August 2014
PROCESS OPTIONS	<ul style="list-style-type: none"> • Staff input • Community Stakeholder Groups Interviews • Online Strategic Planning Survey • Customer Satisfaction Surveys • Adult Programs Marketing Survey • Vital Signs • Youth Vital Signs • 		
PHASE II	ANALYSIS (BRIDGING)		
PURPOSE	Review information gathered to determine what is relevant to the way we do things. To determine Priority Service Responses.	September 16, 2014	Completed September 16, 2014
PROCESS OPTIONS	<ul style="list-style-type: none"> • Mini-debrief after each presentation • Analysis (Bridging) Session • Decision Tree Process • Focused Conversations 		
PHASE III	PLANNING		
PURPOSE	To develop goals, outcomes and focus areas for each priority Service Response Area.	September 17, 2014	Completed September 17, 2014
PROCESS OPTIONS	<ul style="list-style-type: none"> • Planning Sessions • Plenary and small group discussions. 		
PHASE IV	TECHNICAL WRITING		
PURPOSE	To write the final draft of the Plan of Service. To ratify and submit the Plan of Service to Alberta Libraries.	To Be Determined	In Progress
PROCESS OPTIONS	<ul style="list-style-type: none"> • Writing Committee. • Present draft to board for ratification. • Submit plan to Alberta Libraries. 		

NEEDS ASSESSMENT

Evidence-based needs assessment is a crucial part of determining community priorities on which to base Library Plan of Service areas. The process for the needs assessment consultations was developed by Miriam Mahnic, Community Development Officer with Alberta Culture and Tourism, Community Development Unit – Northern Region, Grande Prairie Office, and involved input from the board and executive staff of the Grande Prairie Public Library in the design. The process was modified from the Planning Guide & Workbook developed by Alberta Municipal Affairs, Public Library Services Branch (Ken Feser) to include the following elements:

- Staff input,
- One-one-one community stakeholder groups needs assessment conversations,
- An online strategic planning customer survey,
- Customer satisfaction surveys (users),
- Adult Programs marketing / awareness survey, and
- An assessment of two comprehensive community needs surveys from the Community Foundation of Northwestern Alberta (Vital Signs and Youth Vital Signs).

ASSESSMENT AND EVALUATION OF NEEDS ASSESSMENT DATA

In a special session held on September 16th, 2014, 5:30 p.m. – 8:45 p.m., and involving Grande Prairie Public Library Board members and executive staff, the results of the needs assessments / community consultations were assessed and evaluated to determine priority Plan of Service responses. This resulted in the determination of the following Plan of Service Areas:

1. Early Literacy (from Nelson's Areas of Service: Create Young Readers: Early Literacy)
2. Information Provision (from Nelson's Areas of Service: Get Facts Fast: Ready Reference combined with Know Your Community: Community Resources and Services)
3. Lifelong Learning (from Nelson's Areas of Service: Satisfy Curiosity: Lifelong Learning combined with Be An Informed Citizen: Local, National, and World Affairs)

The process for the assessment and evaluation is included in the attached Needs Assessment Consultation Raw Data Report.

Additional Service Responses were also identified as worthy of consideration. Although these were not chosen as priority responses, it is recognized that the Grande Prairie Public Library will also likely provide services in the following areas:

- Build Successful Enterprises: Business and Non-Profit Support
- Celebrate Diversity: Cultural Awareness
- Connect to the Online World: Public Internet Access
- Express Creativity: Create and Share Content
- Learn to Read and Write: Adult, Teen and Family Literacy
- Make Career Choices: Job and Career Development
- Make Informed Choices: Health, Wealth, and Other Life Choices
- Stimulate Imagination: Reading, Viewing and Listening for Pleasure
- Succeed in School: Homework Help
- Visit a Comfortable Place: Physical and Virtual Spaces

2015 – 2017 PLAN OF SERVICE RESPONSE 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, focus areas, 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 Director, with approval from the Board, and are by necessity adaptive. These are, therefore, not included in this document.

SERVICE RESPONSE #1		Early Literacy		
1	SERVICE RESPONSE DESCRIPTION	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.		
2	TARGET AUDIENCE	Children from birth to age five and their parents and caregivers.		
3	GOAL	Preschool children will have the skills needed for reading readiness. Parents and caregivers of preschool children will have the skills and resources they need to support reading readiness.		
4	OUTCOMES	Children will enter school ready to learn to read, write and listen. Parents and caregivers can support reading readiness.		
	FOCUS AREAS	OBJECTIVES	MEASURES	TIMEFRAME
5	Resource Provision	Quality and quantity of materials and resources meets the needs of children, parents and caregivers.	Number of materials and resources used. Number of customers satisfied.	Ongoing
6	Program Provision	Selection and availability of programs meet the needs of children, parents and caregivers.	Number of programs attended. Number of customers satisfied.	Ongoing

	SERVICE RESPONSE #2	Information Provision		
1	SERVICE RESPONSE DESCRIPTION	Customers will be able to get the information they need. Grande Prairie Public Library will be a community leader in connecting people to information.		
2	TARGET AUDIENCE	Residents of Grande Prairie and area Local groups and businesses		
3	GOAL	Grande Prairie Public Library will be a central source for information.		
4	OUTCOME	Community members are informed and empowered, and have access to services and resources that meet their needs.		
	FOCUS AREAS	OBJECTIVES	MEASURES	TIMEFRAME
5	Information Assistance	Staffing levels meet the needs of customers. Staff have sufficient knowledge and skills to provide required information services.	Number of staff matches hours of operation. Number of customers satisfied with information received.	Ongoing
		Grande Prairie Public Library information desk is visible and easy to access.	Number of customers using the information desk.	2015 and Ongoing
		Online access allows customers options to access information assistance.	Number of virtual referral services provided. Number of customers satisfied with information received.	2015 and Ongoing
6	Resource Provision	Quality and quantity of materials and resources meets the information needs of customers.	Number of materials and resources used. Number of customers satisfied.	Ongoing
7	Community Information Hub	Customers come to the library for information about community programs, services, and resources.	Number of referrals provided. Number of customers satisfied.	Ongoing

	SERVICE RESPONSE #3	Lifelong Learning		
1	SERVICE RESPONSE DESCRIPTION	Residents will have the resources that they need to explore topics of personal or career interest and continue to learn throughout their lives.		
2	TARGET AUDIENCE	Residents of Grande Prairie and area		
3	GOAL	To provide learning opportunities to library customers and community members.		
4	OUTCOME	Community members continue to learn throughout their lives.		
	FOCUS AREAS	OBJECTIVES	MEASURES	TIMEFRAME
5	Active Citizenship	Community members can make more informed choices and can learn about how to get involved in their community.	Number of customers satisfied with programs, services and resources. Number of learning sessions attended. Increased usage.	Ongoing
6	Personal Development	Community members can explore topics of personal interest.	Number of customers satisfied with programs, services and resources. Number of learning sessions attended. Increased usage.	Ongoing
7	Career Development	Community members can develop work / career / professional skills and knowledge.	Number of customers satisfied with programs, services and resources. Number of learning sessions attended. Increased usage.	Ongoing
8	Leisure	Community members read, view and listen for personal enjoyment.	Number of customers satisfied with programs, services and resources. Number of learning sessions attended. Increased usage.	Ongoing