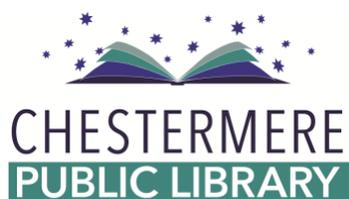


# CHESTERMERE PUBLIC LIBRARY

## STRATEGIC PLAN OF SERVICE 2016- 2019



# VISION

Vital, beyond words.

# MISSION

To connect our community to information and possibilities by  
inspiring discovery, imagination and learning.

To ignite a passion for reading.

Chestermere Public Library opened its doors to the public on November 27, 2007 and since then has continued to grow.

Oh, how we have grown....

Library use has outpaced population growth by a significant margin as depicted in the chart below.

	2008	2015	Increase of:
Population of Chestermere	12,589	18,496	<b>46.92%</b>
Library Cardholders	4,676	9,288	<b>98.63%</b>
Items in the Library	21,977	45,761	<b>108.22%</b>
Items checked out	52,572	132,479	<b>152.00%</b>
Programs held at the library	111	391	<b>252.25%</b>
Attendees at programs	2,013	6,489	<b>222.35%</b>
Holds placed	2,153	23,320	<b>983.14%</b>
Items lent to other libraries	9,153	25,079	<b>174.00%</b>
Items borrowed from other libraries	5,443	33,401	<b>513.65%</b>
Customer Visits	24,044	76,806	<b>219.44%</b>
Average number of visits per day	104	238	<b>128.45%</b>
Average number of items checked out per day	228	410	<b>80.22%</b>

This document outlines the strategic direction that Chestermere Public Library will take over the next 3 years. This plan was developed using the input from the following sources:

- Community members
  - o Strategic Plan Survey – **232** responses - including Library customers and non-users of the Library.
  - o Customer Satisfaction Survey – **151** responses.
- Library Board members
- Library Staff
- City of Chestermere's Strategic Plan which identifies economic, cultural and social needs of the community
- Other community surveys including the EC Map survey and the Inclusion survey.

Six key service responses were identified and provide the focus for our strategic plan. This roadmap will guide us to the next level of achievement and service delivery.

The Library is a welcoming and inclusive place where residents and visitors feel at home. This plan will guide us in continuing to offer excellent service to our community.

The Chestermere Public Library Strategic Plan for 2016-2019 was approved on June 9<sup>th</sup>, 2016 by the Library Board.

# CREATE YOUNG READERS

## Early Literacy

### Library Goals

- We will support and educate families and caregivers on the importance of child literary skills and encourage them to join and use the Library.
- We will provide a comfortable and user-friendly environment for families and caregivers.
- We will offer a dynamic and current children's area to encourage children to develop a love of books and reading.
- We will offer interesting and relevant programming both in the Library and out in the community to encourage use of the Library and reading.

### Targets

- We will increase the number of preschool cardholders by 5% each year of the plan.
- We will implement the "1000 Books Before Kindergarten" program and have at least 300 children registered by 2019.
- We will deliver at least 500 totes through the "Totes for Tots" program by 2019.
- The picture book collection will be reorganized into subject areas to make it easier for children, parents and caregivers to find the right book.
- We will create a 'grab and go' collection for preschoolers, parents and caregivers.
- We will increase picture book and board book checkouts by 5% each year of the plan.
- Implementation of evaluation forms for attendees to gauge effectiveness of children's programming.
- We will increase the number of attendees at programs in this area by 5% each year of the plan.
- We will increase outreach programs in this area by 5% each year.

# **SPARK YOUR IMAGINATION:**

## **Reading, Viewing and Listening for Pleasure.**

### **Library Goals**

- We will encourage the use of the Library as a source of entertainment by providing popular collections for reading, viewing and listening for pleasure.
- Library users will have the help they need to choose items which will enhance their reading, viewing and listening experiences.
- We will provide programming to spark the imagination of our users.

### **Targets**

- Library cardholders will increase to 10,500 by 2019.
- Circulation will increase by 5% each year of the plan.
- Increase participation in the “Automatically Yours” service by 25%.
- Increase the collection budget each year of the plan.
- Establish a Teen and Children’s “Automatically Yours” service.
- Offer mobile services to the community by purchasing a vehicle dedicated to bringing the Library into the community.
- Increase Lucky Day collection circulation by 5% each year of the plan.
- Implement Readers Advisory training for staff.
- Develop and implement ‘Learn about your Library’ information sessions.

# **SATISFY CURIOSITY**

## **Lifelong Learning**

### **Library Goals**

- We will provide learning opportunities to our community members.
- We will reallocate staff resources toward customer engagement.
- We will connect our users to our online resources.

### **TARGETS**

- We will develop and implement 'Introduction to online resources' sessions.
- We will purchase a self-checkout unit and begin implementing RFID technology.
- We will develop and implement basic computer instructional classes.
- We will promote our online resources through our social media channels.
- We will increase the circulation of our non-fiction collection by 5% each year of the plan.

# **KNOW YOUR COMMUNITY**

## **Community Resources and Services**

### **Library Goals**

- The Library will serve as the information hub of our community.
- We will maintain, nurture and celebrate our community partnerships.

### **Targets**

- Create a community information page on our website with links to groups and resources in Chestermere and surrounding areas.
- Library Board members will use their personal and professional networks to promote Library activities to community groups.
- Continue to offer free one year memberships to newcomers via the Mighty Neighbourly program.
- Maintain a minimum of 30 up-to-date entries in the community profiles database.
- Continued and growing attendance by Library Staff at interagency meetings,
- Ensure that Library staff are aware of the services of other agencies in the community to provide referrals.

# VISIT A COMFORTABLE PLACE

## Physical and Virtual Spaces

### Library Goals

- We will continue to advocate for additional Library space in our community to better meet the needs of our customers, programs and services.
- All residents will have barrier-free access to a safe and welcoming environment and have access to current, accurate and consistent information.
- Expand our virtual presence to engage with our online community.

### Targets

- Existing Library will be refreshed.
- Website hits will increase by 5% each year of the plan.
- We will continue to explore solutions to our limited space.
- We will implement a communication strategy to ensure consistent and thorough promotion of Library programs and services across all platforms.
- Each year the level of social media engagement will increase by 5% across all platforms.
- Number of visitors to the Library will increase by 15% by 2019.

# **BE AN INFORMED CITIZEN**

## **Local, National and World Affairs**

### **Library Goals**

- The Library will be a central place for information and community engagement during municipal, provincial and federal elections.
- Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, provincial and national levels, and to fully participate in community decision making.

### **Targets**

- Library staff and/or Library Board members will attend city council meetings.
- We will create a "Be an Informed Citizen" page on our website.
- We will provide a minimum of one voter engagement opportunity for every municipal, provincial or federal election.
- We will create opportunities to engage community members with elected officials and their roles and responsibilities within our government.

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