

**Service Response: Know your Community: Community Resources and Services**

**Goal: We will be a pillar of the community through the development and promotion of services and resources to confidently meet the evolving needs of our community.**

Objective Action				Goal Date	Updates for February 2018
1	<b>We will engage our patrons to explore and connect with our community</b>	1.1	Circulating, Museum Pass	NA	Update <ul style="list-style-type: none"> <li>The WBRL met with all parties involved and due to budgetary reasons, we will not be able to move forward on the museum pass at this time. The sites that we had hoped to collaborate with have not received adequate funding to offer free admissions.</li> </ul>
		1.2	Offsite programs at various locations	Ongoing	Update <ul style="list-style-type: none"> <li>Community Services has increased visits to the schools, daycares, community centers, introduced Forest of Reading to the schools, and community events by offering story time visits to different ages.</li> <li>Community services has increased visits to the schools, daycares, community centers, rural sites, WOW mobile bus visits, and community events by offering programs to different demographics, ages and locations in 2017.</li> <li>In total, WBRL had 121 community programs and 6465 people in attendance at community programs and events.</li> <li>WBRL had 545 visits with 8788 participants in rural communities.</li> <li>Community Services team will continue support offsite programming after WBRL core services are met.</li> </ul>
2	<b>We will be a community hub accessible for all</b>	2.1	Central location for promoting community in Library	Sept-18	Update <ul style="list-style-type: none"> <li>Community and library boards are streamlined.</li> <li>Changes made to library floor layouts to increase promotion opportunity.</li> <li>Configuration of library signage ongoing.</li> </ul>
		2.2	Develop and maintain a Know Your Community webpage	NA	Update <ul style="list-style-type: none"> <li>Many community events pages already exist. WBRL resources and time would be better spent researching what already exists and compiling links to existing services.</li> <li>In lieu of creation of a duplication of web content already in existence, WBRL Reference staff keep aware of community events through subscribing to emails lists outlining RRC events daily as well as a daily community newsfeed. Reference staff are well versed in where to find information for patrons and are available at either Reference Desk all hours the library is open. Reference staff also operate the Welcome Centre for two hours each Thursday from June through December to assist newcomer patrons with community events and happenings.</li> </ul>

		2.3	Increased community awareness and engagement by employees	Ongoing	Update <ul style="list-style-type: none"> <li>• Reference staff are compiling a list of commonly asked community based questions.</li> <li>• Community Services created the WBRL Shared Calendar</li> <li>• Announcements at the start of each program to highlight WBRL and community event</li> <li>• We participate on a number of community committees</li> <li>• Attend community events to represent the WBRL on a regular basis</li> <li>• Reference staff are compiling a list of commonly asked community based questions, as well as Reference, Reader's Advisory and General Interest questions.</li> <li>• An FAQ for WBRL Reference staff has been created with answers to commonly asked reference as well as community based questions. Staff can access these responses when responding to email inquiries to promote consistency.</li> </ul>
		2.4	Create a partnership program to highlight different agencies and services in the community (a weekly display or promotion)	Ongoing	Update <ul style="list-style-type: none"> <li>• Community Services has increased our presence at community events to increase community knowledge and connect with other organizations. We will continue to be part of community events going forward. In total Community Services has been to 22 events and over 925 people visit our booth.</li> <li>• Community Services participates in 9 community Committee's to build relationships with other organizations</li> <li>• We have worked with a number of organizations in the community to build programs over the 2 years</li> <li>• The final copy of the partnership agreement and associating procedures is complete.</li> <li>• In 2017, the WBRL has attended 15 community events to promote library services with 1461 participants.</li> </ul>
		2.5	Support the Welcome Centre through continued partnership with the Newcomer Interagency Network	Ongoing	Update <ul style="list-style-type: none"> <li>• Full Time Reference Staff have shadowed the Welcome Centre Coordinator.</li> <li>• Reference Staff were working 2 hours/week Welcome Centre shifts beginning in June to engage with the community.</li> <li>• Full time staff share information gathered through their work at the Welcome Centre with the Part Time staff.</li> <li>• The IT department provides basic computer support and advice as requested by the Welcome Centre liaison</li> <li>• Continue to provide basic support on an as-needed basis provided it doesn't interfere with regular library duties as those take priority</li> <li>• Reference Staff have provided coverage at the Welcome Centre 2 hours/week from June – December 2017.</li> <li>• Full time reference staff, as well as the Reference Manager relays information pertinent to the Welcome Centre to the Reference team, as well as at the All Staff meetings.</li> <li>• The WBRL also continues to provide physical space in the second floor of the library in which to house the Welcome Centre office.</li> </ul>

					<p>Next Step</p> <p>Staffing is such currently that the WBRL will not be able to provide staff to physically staff the Welcome Centre for 2 hours per week on a regular basis into 2018. Instead, Reference staff have been made aware of the resources available in the Welcome Centre so that they can assist patrons from the 2<sup>nd</sup> Floor Reference Desk.</p>
3	<b>We will have an increased presence throughout the Region</b>	3.1	Library promotion and advocacy plan	Dec-18	<p>Update:</p> <ul style="list-style-type: none"> <li>• Advocacy policies have been researched</li> <li>• Draft advocacy plan to be reviewed by Board</li> <li>• Plan to be presented to the Board, Management and Staff</li> </ul>
		3.2	Better use of Wiley Wordsworth	Ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• Wiley visit all events at the library including Community events.</li> </ul>
		3.3	Actively partner with new and existing community agencies and participate in public events	Ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• 15 Community Events with 1461 participants</li> <li>• Relationships have been built with The Hub Family Resource Centre, The RMWB Community Service Dept., Alberta Health, School Boards, Primary Care Network, McMurray Experience, Daycares, Multi-Cultural Society, Rural Communities</li> <li>• and many other organizations</li> <li>• We partnered with over 42 organizations for different programs or events</li> <li>• We have hosted a total of 11 Author Readings and Workshops with 182 participants.</li> </ul>

**Service Response: Celebrate Diversity: Cultural Awareness**

**Goal: Our community is strengthened through the celebration and respect of culture, language and heritage.**

Objective	Action	Goal Date	Update for February 2018
<p><b>1 Our collection will reflect the diversity of Wood Buffalo.</b></p>	<p>1.1 Showcase our growing collection through monthly exhibits and displays</p>	<p>Achieved and ongoing</p>	<p>Updates:</p> <ul style="list-style-type: none"> <li>• Art Display procedure has been revisited and space for community art display is available to patrons</li> <li>• Complete list of upcoming display themes has been created highlighting community themes as well as diverse cultural themes</li> <li>• Worked in partnership with the Alzheimer Society, The French Society and the Golden Years Society to highlight programming and resources for those specific groups</li> </ul> <p>Next Step: Continue to promote the availability of art display in cooperation with Marketing</p>
	<p>1.2 Expand and promote our English Language Learners, Adult Literacy and World Language Collections</p>	<p>Apr-18</p>	<p>Updates:</p> <ul style="list-style-type: none"> <li>• The World Language Collection has been partially moved to be located near the Welcome Centre as this will be a more logical area for patrons looking for these types of resources</li> </ul> <p>Next Step: Additional shelving has been ordered and we await its' arrival to complete the move of the World Language Collection to its' new location. Once the collection is moved to the new location we will promote the collection in our Newsletters and on social media</p>
	<p>1.3 Develop in-depth resource guides to better support English language and adult</p>	<p>Achieved and going</p>	<p>Updates:</p> <ul style="list-style-type: none"> <li>• Created a column in the Reference stats to track questions from patrons specifically about ELL/AL, Reference Librarian compiled stats (Feb-Oct)</li> <li>• Sourced ESL/ELL kits – Adult books with CDs have sourced and passed on to the Collections Department for ordering</li> </ul> <p>Next Steps: Use the stats gathered from the Reference questions to create resource guides/bibliographies based on patron need</p>

2	<b>We will offer increased programming to enhance awareness of our community</b>	2.1	Highlight community celebrations	Achieved and ongoing	<p>Updates:</p> <ul style="list-style-type: none"> <li>• We highlight community Celebrations in our programs</li> <li>• Connections have been made with a wide number of community organizations</li> <li>• Community and Culture Celebrations have been incorporated into regular based programs</li> </ul>
		2.2	Host innovative programming that highlights our diverse community	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• We hosted the Royal Thai consultant in January of 2017 for a Thai themed event</li> <li>• In 2017 the WBRL increased programs to include: Crafting around the world, Words around the world story time, New comers group, At the end of the rainbow story time.</li> <li>• We have increased programs for Exploring Diversity, cultRED talks, Aboriginal Story time, Aboriginal Crafting, Elder story time.</li> <li>• We also worked with the RMWB to host a reel world film festival,</li> <li>• The WBRL works with Francophone Community to offer French week each year in both 2017 and 2018.</li> </ul>
		2.3	Intergenerational programming	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• Offered different family events and programs throughout the year</li> <li>• Special Guests to talk with our youth</li> <li>• Fandom programs for youth and adult</li> <li>• 6 programs with 79 participants</li> </ul>
3	<b>We will increase accessibility through the reduction of barriers</b>	3.1	Reduce barriers to accessing library services	Achieved and ongoing	<p>Updates:</p> <ul style="list-style-type: none"> <li>• Created soft seating areas on the second floor to encourage relaxing spaces for adult patrons</li> <li>• Collaborated with Marketing to create and place “Shelf Talkers” on shelves to recommend books to patrons</li> <li>• Cut down large bins for board books to make them more accessible for toddlers</li> <li>• Moved the Easy Readers to a shelf for greater organization and ease when patrons are searching for specific titles</li> <li>• Moved all children’s toys to the back of the first floor</li> </ul>

- Organized CELA/CNIB resources and trained Reference staff on the use of CELA during the January Department meeting
- Provide targeted book displays to community groups such as the Breast Feeding Group, Afternoon Activities, Alzheimer Society, etc.
- Relocated the Oversized book collection to allow awareness and ease of access
- Begin project management overview of changes to the location of collection (i.e., moving the media and paperbacks upstairs)
- Provide Book a Librarian service to assist patrons with specific needs (June – October 2017 – resuming March 2018 with the new Librarian)
- Moved furniture on the first floor to create a suitable space for adult discussions (soft seating behind Reference Desk)
- Moved iPad kiosks closer to computer works to create a better flow when using technology
- Moved large table adjacent to the Aboriginal Corner.
- The WBRL had a total 30 WOW book mobile visits in 2017
- The WBRL have reached out to both Rotary House and Golden Years to offer programs in 2018. We are in the process of setting up dates.
- Rural Services had a total of 152 programs and 8788 participants
- Afternoon Activities had a total of 44 programs and 758 participants
- End of the Rainbow program, Exploring Diversity pride program, and teen LGBTQ 2+ programs have been set up to restrict barriers to the LGBTQ community
- The Community Services team participated in the poverty stimulation training
- Community Service was part of the Homeless Connect committee and helped plan the Homeless Connect Event
- Community services team sits on the Regional Inclusive Committee and Rural Community Outreach Meeting, SRC Senior Resource Committee
- Northern Lights Hospital Visits are once a month to the Long Term Care unit we had a total of 12 visits and 160 participants
- 216 homebound visits were completed for the WBRL

Next Steps:

- Meet with tech services to discuss how to incorporate CELA resources into the collection

					<ul style="list-style-type: none"> <li>Reached out to RMWB and they have a partner able to do accessibility audit, follow up meeting to be scheduled for March 2018.</li> </ul>
		3.2	Cards that don't expire	Dec-18	<p>Update</p> <ul style="list-style-type: none"> <li>Procedures developed and implemented for signing up members without using paper</li> <li>Procedures drafted for membership cards that do not expire</li> <li>Developing procedures for deleting expired accounts from Horizon</li> </ul> <p>Next Step</p> <ul style="list-style-type: none"> <li>Management to determine a launch date in late 2018 to launch cards that do not expire, develop communication.</li> </ul>
		3.3	Accessible cards	Jun-17	<p>Update</p> <ul style="list-style-type: none"> <li>Cards and procedures have been created</li> <li>164 active access cards</li> </ul>
		3.4	Establish an online payment method for borrower fees	Jan-18	<p>Update</p> <ul style="list-style-type: none"> <li>Update ILS System to Support Requirements for SirsiDynix Enterprise Complete</li> <li>Purchase and Configure Enterprise for Additional Capabilities On-Going</li> </ul> <p>Next Step</p> <p>Confirm that we have the e-commerce module needed to offer online payments</p> <p>Configure module so that e-commerce transactions can occur</p> <p>Enable capability via website / patron account</p> <p>Test and announce availability</p>

**Service Response: Satisfy Curiosity: Lifelong Learning**

**Goal: We will be essential to the lifelong, formal and informal, learning of the Region.**

Objective	Action	Goal Date	Updates for February 2018
<p><b>1 We will keep pace with emerging trends and changing interests.</b></p>	<p>1.1 Enhance user-experience and access to technology</p>	<p>Achieved and ongoing</p>	<p>Updates:</p> <ul style="list-style-type: none"> <li>• Utilizing surface tablet on the second floor reference desk to demonstrate WBRL online resources.</li> <li>• Long term training plan created and implemented at the All Staff meetings to ensure all library staff are familiar with online resources and in turn provide a more educated experience for patrons. To date: General Reference Centre, Lynda, CELA, Solaro, Access Science and RBDigital have been explored.</li> <li>• A library membership account has been made for Reference to use for database training or to demonstrate technology to patrons</li> <li>• Reference Staff working with Community Services staff to provide opportunities for patron learning about databases (e.g., Lynda.com Launch, Visit to Anzac to demonstrate databases to adult learners).</li> <li>• Microfilm computer has been available for patrons since May 2017</li> <li>• 2 sets of iPad kiosks located at the front of the library provided technology access for our younger patrons</li> <li>• The CS Department has had a total of 12 training sessions with Rural communities and a total of 9 in house programs for databases, Apps, and technology</li> <li>• The WBRL hosted a total 33 STEAM programs and 353 participants</li> </ul> <p>Next Steps: Procure an iPad for Reference Staff to use to enhance patron experience when answering OLARK inquires and when promoting use of our online resources such as Hoopla and Overdrive. Provide social media blurbs to Marketing on a regular basis to promote databases and reference related library activities</p>



		1.2	Be informed of changing and current trends	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• Full Time Reference staff have been offered several online training webinars through Booklist. Beginning Full Time Reference Staff will participate in a minimum of 1 webinar per month, sharing their learnings with the Part Time employees at the Department meetings which have been scheduled for Sundays so that the entire team can meet when the library is not open (so no desk coverage is needed &amp; part time staff are able to attend).</li> <li>• Reference Staff subscribe to daily Fort McMurray newsfeed via email</li> </ul> <p>Next Steps: Reference staff presenting and attending the ALC 2018, with the intent to share learning upon return.</p>
<b>2</b>	<b>We will create an environment that embraces learning together, to provide service excellence.</b>	2.1	Develop an ongoing database promotion and training plan	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• Bi-monthly an online resource is highlighted in the WBRL newsletter.</li> <li>• Online resource training planned and implemented at all staff and department meetings</li> <li>• Full time Reference staff taking on database learning/promotion and inquiries</li> <li>• Met with Marketing to create a 'WBRL Online Guide" pamphlet</li> </ul> <p>Next Steps: Create/locate and/or publish tip sheets for all databases in print form as well as linked to the database selection on our web site.</p>
		2.2	Create enhanced reader's advisory strategies	Jan-18 Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>• Share Reader's Advisory tips through the departmental Week at a Glance (Reference)</li> <li>• Created a GoodReads account for Reference.</li> </ul> <p>Next Steps: Learn how to create Reader Advisory rooms online in Enterprise from the IT department, then create the rooms. Create a Reader's Advisory onboarding document for new Reference hires. Full time Reference Staff participate in a Web-series course (Spring 2018) on newest and best Reader's Advisory strategies</p>

		2.3	Ongoing support and training for staff	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>Newly updated Reference Binder includes FAQs for all aspects of the Reference Department. Content is also organized and available in the shared drive.</li> <li>Pre-written answers for common OLARK questions have been created so that roving reference staff can be more consistent and accurate when answering patron inquiries</li> <li>Monthly learning for staff at the All Staff and Reference Department meetings</li> </ul> <p>Next Steps: Work with IT to procure and iPad and to set up OLARK chat so that Reference Staff can be online in real time and answer patrons through OLARK chat on an iPad.</p>
		2.4	Develop a resource sharing strategy with our community	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>Through our committee work and partnership agreements, we have developed a network for resource sharing.</li> <li>The Library offered training through the Government of Alberta to local non- profits with a full registration.</li> </ul>
<b>3</b>	<b>We will foster personal growth through lifelong leisure learning</b>	3.1	To liaise with community to pilot a Literary and Arts Festival	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>Words in Motion: We have collaborated with the Regional Municipality of Wood buffalo for the Words in Motion Program for the past 2 years. The programs highlight poems and writings from all patrons of our community</li> <li>The WBRL has taken over Words in Motion and this will replace the One Day art and Literacy Festival</li> </ul>
		3.2	Create infotainment boxes for patrons	Achieved and ongoing	<p>Update</p> <ul style="list-style-type: none"> <li>Reference manager, Tech Services Manager, Community Services Manager discussed that infotainment boxes will be developed after 20 fun boxes have been completed so it looks like a 2018 project</li> <li>We decided we would start with 5 boxes at \$500-\$800 each box</li> <li>Themes selected so far include Photography, Codingo, VR/PlayStation Box</li> <li>15 Fun boxes have been created</li> </ul>

		3.3	Human Library	Summer 2018 Will not be completed	Update <ul style="list-style-type: none"> <li>• We will not be completing this task due to time limitations, resources and not a core service at this time</li> <li>• We will continue to reach out and showcase local talent to discuss their experiences</li> </ul>
		3.4	Offer programming that is dynamic and intellectually stimulating	Achieved and ongoing	Update <ul style="list-style-type: none"> <li>• New Programs <ul style="list-style-type: none"> <li>○ Practicing Pre School</li> <li>○ After School French</li> <li>○ Little Series</li> <li>○ Exploring Diversity</li> <li>○ Creative Writing</li> <li>○ Maker Space</li> <li>○ Special Guests such as READesign, Bricks for Kids</li> <li>○ 44 regular programs during 2017 with some being cancelled due to low attendance and over 24 special programs over 2017</li> </ul> </li> <li>• Workshops started</li> <li>• Home Work Helpers French and English started</li> </ul>
		3.5	We will enhance community collaboration for service delivery	Achieved and ongoing	Update <ul style="list-style-type: none"> <li>• Have worked with over 20 organizations on different projects and programs</li> <li>• Partners include Justin Slade, YMCA, Brain Steam Alliance, Alberta Health Services, Teen Mom Group, Northern Lights Hospital, Wood buffalo Arts Council plus more</li> <li>• 42 community collaborated programs in 2017</li> <li>• Will continue to build relationships and partnerships</li> </ul>