

## Wood Buffalo Regional Library Action Plan (2019-2020)

### Goal 1: Promote creative expression and foster an engaged community.

#### Objective 1: We provide opportunities for the community to share their talents.

Actions	Success Measures	Progress Update
Expand display opportunities for children by creating designated display areas for children on the first floor. (Possible examples include art, writing, collections, etc.)	Number of requests for display spaces. An increase in the physical area designated to display space for children.	
Expand display opportunities for adults and teens by: Continuing to offer display space for public art on the second floor, Considering new spaces to display public art, including wall space on 2nd floor and program room, Creating space to display 3D or craft work as well as written creations on the second floor.	Number of requests for display spaces. A variety of groups and demographics utilizing display space. An opportunity for patrons to display a new type of talent (written word). An increase in the physical area designated to display space for adults.	
Commission mural from a local artist for main floor.	Number of submissions to mural contest. Mural is completed by end of 2020.	
Create a "A Day in the Life at the Library" video.	Completion of video by local videographer. Number of shares/likes on social media.	
Host a design contest for a special edition library card.	Number of submissions to contest. Special edition library card is ordered and distributed by end of 2020.	
Create a craft table for daily use.	Patron use statistics.	
Create an Artistic Makerspace with passive supplies available in Teen Area.	Patron use statistics.	

### Goal 1: Promote creative expression and foster an engaged community.

#### Objective 2: We develop spaces for community connection, reflection, and creation.

Actions	Success Measures	Progress Update
Commission a space assessment and design plan.	A final document with recommendations - further actions to be determined.	

### Goal 1: Promote creative expression and foster an engaged community.

#### Objective 3: Community members form connections through library programs and services.

Actions	Success Measures	Progress Update
Provide quality programming for teens and adults to form connections (e.g. Pride Paint Night).	Participants report that attending the program helped form a connection to their community.	

**Wood Buffalo Regional Library Action Plan (2019-2020)****Goal 2: Reduce barriers for teens and adults to access information and learning opportunities.****Objective 1: We provide technology to meet the needs of teens and adults.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Conduct an assessment of community technology needs.	A final document with recommendations – further actions to be determined.	
Online printing available to library users.	Usage statistics.	

**Goal 2: Reduce barriers for teens and adults to access information and learning opportunities.****Objective 2: Library staff are confident in using technology and offering support to patrons.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Develop a staff training and evaluation plan.	A set of procedures outlining staff technology training and evaluation – further actions to be determined.	

**Goal 2: Reduce barriers for teens and adults to access information and learning opportunities.****Objective 3: The virtual WBRL, including our website and online catalogue, contributes to positive user experience.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Online registration by June 2019 (for SRP).	Users report high satisfaction with the new registration system.	
Revise eResource portal on website to facilitate easier access.	Staff report ease of use when demonstrating eResources to patrons.	
Research viability of online membership registration with current software system.	Determination of viability - further actions to be determined.	

**Goal 2: Reduce barriers for teens and adults to access information and learning opportunities.****Objective 4: Library learning opportunities and resources are well used and highly regarded.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Collaborative major promotional campaign to homebound, outreach, organizations, groups regarding online resources.	Increase in eResource use following campaign.	

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Purchase of learning fun boxes/kits Astronomy Sign Language Technology, coding	Usage statistics.	
Conduct sponsored social media surveys throughout the year to gather community input on various programs and services, including eResources.	Use feedback from surveys to make changes as needed. Further actions to be determined.	
Design a needs assessment for teens and adults and distribute widely, including to schools, rural communities, and various organizations.	Use data from needs assessment to make program plans. Further actions to be determined.	
Offer quality, sought-after learning programs for teens and adults based on needs assessment data.	Program participation. Participants report high satisfaction with library programs.	
Monitor usage of physical and digital collections. Determine allocation of budget money for physical audiobooks/music CDs and ebooks/emusic.	Make responsive changes to budget allocations based on usage. Users report high satisfaction with the digital collection.	
Collection analysis of adult and young adult non-fiction collection. Order items to fill gaps.	Items are ordered to fill gaps in collection. Users report high satisfaction with non-fiction collection.	
Access card patrons have full access to online resources.	Changes are made to access requirements for digital resources.	
Research a proctoring service for community patrons	Research completed. Further actions to be determined.	

**Goal 3: Nurture an inclusive and informed community.****Objective 1: Empowered staff have knowledge of diverse and inclusive services.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Develop a staff training plan.	A final document with recommendations – further actions to be determined.	

**Goal 3: Nurture an inclusive and informed community.****Objective 2: We create a welcoming environment through signage, space design, and accessible services and programs.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
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**Wood Buffalo Regional Library Action Plan (2019-2020)**

Conduct a space assessment and create a design plan.	A final document with recommendations – further actions to be determined.	
Greetings in other languages posted on the pillars.	Completed by 10th anniversary at Mac Island.	
Continue to create programs to respond to diverse community needs (e.g. programs for unique learners, etc.)	Number of programs created. Participants report programs meet their needs and contribute to a welcoming environment.	

**Goal 3: Nurture an inclusive and informed community.****Objective 3: We provide opportunities to expand awareness of varying perspectives and experiences.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
WBRL Blog.	Number of blog visits. Number of post shares. Quantity of patron comments on blog posts.	
Highlight diversity of the region through celebrations and programs (e.g. Autism Awareness Week, holidays, etc).	Number of programs created. Number of opportunities for staff participation.	
Humans of WBRL; sharing stories of our patrons/staff.	Number of likes. Number of shares. Positive feedback from participants.	
Paint Night Around the World with a corresponding guest speaker to talk about the culture.	Number of programs offered. Participants report that attending the program helped expand their awareness.	

**Goal 3: Nurture an inclusive and informed community.****Objective 4: The community has knowledge of Indigenous culture, history, and Truth and Reconciliation through WBRL's collaboration with local Indigenous communities.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Assess Truth and Reconciliation Calls to Action and Public Library Services Branch Best Practices and determine steps forward.	A set of recommendations – further actions to be determined.	
Re-evaluate the criteria that will determine what items belong in the FNMI collection (author/subject/etc.).	The items included align with the goals of the FNMI collection.	

**Wood Buffalo Regional Library Action Plan (2019-2020)****Goal 4: Expand beyond the physical space to connect with the entire Wood Buffalo Region.****Objective 1: Outreach and rural communities have expanded access to information and library resources.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Implement item delivery to all rural communities.	Number of items delivered through rural book delivery annually.	
ILL items sent through Community Services – procedures added to current rural lending procedures.	Increased ILL used in rural areas.	
School Service Sponsored Librarian Luncheon: Invite school librarians to hear about library offerings, school services and to share stories about how they use the library and share in a luncheon in thanks for their partnership.	Increase in educator memberships. Increase in classroom collection order requests.	
Continue to provide materials for rural/ community bookshelves.	Number of books added to rural bookshelves annually. Users indicate high satisfaction with rural bookshelf service.	
Continue to provide materials for mini-libraries.	Number of books added to mini-libraries annually.	
Continue to provide materials for WOW bus.	Number of books added to WOW annually. Number of checkouts of WOW materials annually.	
Implement consistently scheduled WOW rural visits for Summer 2019.	Number of WOW visitors in rural communities. Number of checkouts of WOW materials. Number of memberships added through the WOW.	
Provide donations for places such as Centre of Hope.	Number of items given.	
Implement mobile circ, wifi hotspots, and OPAC for outreach and rural services.	Positive response. Staff feedback.	

**Goal 4: Expand beyond the physical space to connect with the entire Wood Buffalo Region.****Objective 2: The community has increased awareness of outreach and rural services.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Develop a rural marketing plan.	Increase in usage of rural services. Rural community members report high satisfaction with library services.	

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Monthly ads in the rural newsletters. Posters advertising programs/services/events up in the rural areas.	Number of ads. Number of posters displayed.	
Create a calendar for WOW visits to rural communities to be distributed for summer 2019.	Calendar is created and distributed in communities.	
Add rural services information to WBRL website.	Information added to WBRL website.	
Create WBRL info station at rural locker locations, with info about memberships, services, etc.	Info stations are implemented at each rural location following set up of book delivery locker.	

**Goal 4: Expand beyond the physical space to connect with the entire Wood Buffalo Region.****Objective 3: Library activities based on consultation, partnerships, and relationship building are viewed as essential throughout the region.**

<b>Actions</b>	<b>Success Measures</b>	<b>Progress Update</b>
Implement a partnership evaluation.	Partners indicate high satisfaction with their partnerships with the library.	
Pics with Partners on social media (highlight programs, tours, visits, displays involving community partners to increase visibility of the partnerships the library is involved in).	Number of organizations booking tours or partnering with library programming. Number of pictures posted. Number of organizations tagged. Number of pictures shared by partner organizations.	
Display Opportunities (Put a call out to community groups/societies for input on displays that bring awareness or to share services at a pop-up within the library. Reach out to more local initiatives and organizations to collaborate on title displays in the library.)	Number of groups/organizations that make use of displays. Community groups indicate high satisfaction with the display initiative.	
Create a personalized online Reader's Advisory service.	Number of users. Users report high satisfaction with service.	
Update partnership agreements with town bookdrop locations. Expand book drop locations to additional areas of town.	New partnerships are completed. Continued communication with bookdrop location businesses.	