

FORT MCMURRAY PUBLIC LIBRARY

Plan of Service

2012-2015



Mission Statement

The Fort McMurray Public Library provides access to information for knowledge and pleasure for our community through diversity of resources and excellence in service.



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Overview of the Planning Process

June 2011: The Fort McMurray Public Library Board endorsed the planning process for the library's plan of service.

July 2011: The Initial Planning Committee formed. This group made recommendations to the board regarding community interest groups and organizations that would be beneficial to determining the Priority Focus Service Responses.

August 2011: The Community Planning Committee was appointed.

September 2011: The Community Planning Committee met to determine preliminary service responses. The committee considered the community needs where the Fort McMurray Public Library could provide a service or play a key role. They then developed a preliminary ranking of services responses by identifying the responses that should be the library's priority focus for 2012-2015.

These preliminary service responses were presented to library staff and board members during feedback sessions. Staff and board members had an opportunity to share their input regarding where they believed the library should be focusing their services. This feedback was relayed to the Community Planning Committee during a second meeting. During this meeting, the committee determined the library's final Priority Focus Service Responses.

These responses included:

- 1) Learn to Read and Write: Adult, Teen and Family Literacy
- 2) Know Your Community: Community Resources & Services
- 3) Succeed in Formal Education
- 4) Create Young Readers: Early Literacy

It was determined that the library would also play a support role in the following service responses:

- 1) Welcome to Canada: Services for New Immigrants
- 2) Celebrate Diversity: Cultural Awareness *

* Service Responses are drawn from Sandra Nelson's ***Strategic Planning for Results*** guide.

November 2011: The Plan of Service Action Committee (PSAC) was appointed. The purpose of PSAC is to:

- Oversee the development of the 2012-2015 Plan of Service (goals, objectives, actions and results).
- Identify mechanisms for selecting priorities and measuring progress with respect to the Plan of Service on an annual basis.
- Refine and revise the Plan of Service as required.
- Act as the key communication link to both Library Board and staff about the Plan of Service.

The Plan of Service was reviewed and approved by the library board on November 23, 2011.

January 2012: The Fort McMurray Public Library Plan of Service (2012-2015) shall be implemented. Library management, PSAC, and the library board will review the progress and priorities of the Plan of Service annually.

February 2012: The finalized Plan of Service was submitted to Alberta Municipal Affairs.



SERVICE RESPONSE

Learn to Read and Write

Goal: Adults and teens will have programs, services and resources to support the development of literacy skills so that they can fully participate in our community and realize personal goals.

Objectives:

Objective #1

By the end of 2015, the library will expand and update its Adult Literacy Collection to support the development of reading skills for adults and teens.

Actions for Objective:

- 1.1 By the end of 2012, the Adult Literacy and ESL collections will be merged.
- 1.2 By mid-2013, the library will expand the Adult Literacy Collection by 50%. The circulation of this collection will increase by 5% between 2013 & 2015.
- 1.3 By the end of 2015, three new Literacy Kits will be introduced for adult and teen patrons.

Objective #2

By the end of 2015, the library will create at least two new literacy services or programs to foster literacy in adults and teens.

Actions for Objective:

- 2.1 By the end of 2012, the library will research implementing a computer literacy program.
- 2.2 By the end of 2014, the library will launch one computer literacy program facilitated by library staff.
- 2.3 By the end of 2013, the library will investigate options for literacy software or databases that are appropriate for both teens and adults (example – Learning Express Library).
- 2.4 By the end of 2014, the library will launch a minimum of one literacy software or database to patrons.
- 2.5 By the end of 2015, the library will assess the usefulness of its newly launched literacy software or database.

Objective #3

By the end of 2015, the library will establish a collection of books intended for book club use.

Actions for Objective:

- 3.1 By the end of 2012, the library will investigate funding for the purchase of books to be provided to Teen and Adult Book Club participants.
- 3.2 By the end of 2015, the library will establish a “Book Club in a Bag” collection for patrons to use for patron-led book clubs.

Objective #4

By the end of 2015, the library will establish at least one partnership with a literacy-focused community agency to launch literacy initiatives.

Actions for Objective:

- 4.1 By the end of 2012, the library will investigate options for partnerships with community agencies.
- 4.2 By the end of 2013, the library will work with at least one agency to launch a new program or service incorporating one-on-one or “classroom-style” learning initiatives hosted by a qualified instructor or facilitator.
- 4.3 By the end of 2015, both the library and its partner will evaluate the success of this partnership and learning outcomes.
- 4.4 By the end of 2015, 50% of patrons surveyed will indicate an improvement in literacy skills as a result of using this program or service.



SERVICE RESPONSE

Know Your Community

Goal: The library will host a wealth of information for residents, visitors and newcomers to connect with community agencies, services and activities.

Objectives:

Objective #1

By the end of 2015, the library will gather, update and provide community resources for its residents, visitors, and newcomers.

Actions for Objective:

- 1.1 By mid-2012, the library will research similar initiatives currently in place in the community.
- 1.2 By the end of 2013, the library will create at least five connections with organizations.
- 1.3 By the end of 2014, the partnering organizations will provide the library with materials to distribute to its patrons.
- 1.4 By the end of 2014, the library will provide partnering organizations with materials for the intention of distributing to its patrons/clients.
- 1.5 By the end of 2014, the library will develop a dedicated space to house printed resources.
- 1.6 By the end of 2014, the library will create an online portal of community information.
- 1.7 By the end of 2015, the library will make accessible the use of computers in the adult library, for the specific purpose of accessing community information.
- 1.8 By the end of 2015, 25% of patrons surveyed will indicate that their information needs were met using the library's community resource centre.
- 1.9 By the end of 2015, the library will evaluate the service and make needed updates to materials.

Objective #2

By the end of 2015, the library will develop and implement a functioning "Friends of the Library" society to act as ambassadors and participate in community activities and initiatives where the library wants to have a presence but cannot participate due to staff availability.

Actions for Objective:

- 2.1 By the end of 2012, research the necessary steps required to officially reinstate a “Friends of the Library” society.
- 2.2 By the end of 2013, recruit and appoint a Friends of the Library, supported by board and staff in its development and training.
- 2.3 By the end of 2014, the Friends of the Library will be an individually functioning society, promoting and supporting the library’s mission.
- 2.4 By the end of 2015, the library will evaluate the Friends of the Library group to determine its success as a functioning society.



SERVICE RESPONSE

Succeed in Formal Education

Goal: The diverse student population of RMWB will have the resources and services to support success in formal education.

Objectives:

Objective #1

By the end of 2015, the library will provide online homework help resources to the diverse student population of RMWB.

Actions for Objective:

- 1.1 By the end of 2013, the library will subscribe to one online database to provide homework assistance for students (example -“Homework Help” provided through Tutor.com).
- 1.2 By the end of 2014, the library will develop and provide an online web page featuring homework help, study skills, and science fair links for students.
- 1.3 By the end of 2015, the library will assess the usefulness of its newly launched database.
- 1.4 By the end of 2015, 50% of students surveyed will indicate that they were satisfied with the library’s homework assistance services.

Objective #2

By the end of 2015, the library will expand its ongoing liaison programs with area schools.

Actions for Objective:

- 2.1 By the end of 2013, there will be 100 active “Teacher Library Card” memberships.
- 2.2 By the end of 2014, there will be 100 active “Student Library Card” memberships processed via schools.
- 2.3 By the end of 2015, the library will expand and develop its collection to support school curriculum.
- 2.4 By the end of 2015, the library and school partners will evaluate and make needed refinements to these programs.

Objective #3

By the end of 2015, the library will liaise with homeschool groups and partner for future service opportunities.

Actions for Objective:

- 3.1 By the end of 2012, the library will investigate partnerships with homeschool groups.
- 3.2 By the end of 2013, the library will form a partnership with at least one homeschool group.
- 3.3 By the end of 2014, the library will host at least one social event for homeschooled students and caregivers to collaborate and share ideas.
- 3.4 By the end of 2015, 50% of surveyed homeschooled students and caregivers will feel that this service was beneficial to their learning experience.

Objective #4

By the end of 2015, the library will host at least two additional educational programs or initiatives for its teen patrons.

Actions for Objective:

- 4.1 By the end of 2013, the library will investigate developing at least one educational program for high school students (example: marathon study sessions).
- 4.2 By the end of 2014, the library will host at least one educational program for high school students.
- 4.3 By the end of 2015, 50% of surveyed teen participants will indicate satisfaction with the library's educational program(s).
- 4.4 By the end of 2015, the library will launch a work experience program for teens to develop skills and earn volunteer hours for post-secondary applications.

Objective #5

By the end of 2015, the library will expand its ongoing outreach programs with rural schools.

Actions for Objective:

- 5.1 By the end of 2013, the library will develop a system and policies to provide materials to rural schools where we are currently doing outreach.
- 5.2 By the end of 2014, the library will expand its services to provide outreach to at least one additional rural school.

- 5.3 By the end of 2015, the library and rural schools will evaluate this service.
- 5.4 By mid-2012, the library will investigate funding for purchasing a library bookmobile to be used for outreach purposes. If funding allows, this vehicle should be in use by the end of 2015.

Objective #6

By the end of 2015, the library will develop a presence in the post-secondary education sector.

Actions for Objective:

- 6.1 By the end of 2012, the library will formalize a structured procedure for proctoring exams for post-secondary students.
- 6.2 By the end of 2013, the library will communicate with post-secondary institutions in Alberta to determine the needs of students and investigate potential partnerships that will benefit these students.



SERVICE RESPONSE

Create Young Readers

Goal: The library will expand its high quality services and enriching literacy programs for caregivers and children 0-5 years, continuing to foster reading, writing and listening skills.

Objectives:

Objective #1

By the end of 2015, “Welcome Baby” early literacy packages will be distributed to newborn babies in the RMWB.

Actions for Objective:

- 1.1 By the end of 2012, the library will investigate potential partnerships with community organizations that serve new parents.
- 1.2 By the end of 2013, the library will establish at least one partnership with a community organization.
- 1.3 By the end of 2015, the library will have distributed 500 “Welcome Baby” early literacy packages.

Objective #2

By the end of 2015, the library will expand its online presence to include at least two new modes of communicating library and literacy information to caregivers in the RMWB.

Actions for Objective:

- 2.1 By the end of 2014, the library will expand its online services (examples: library blog discussing best books for children, YouTube channel featuring online story time videos, webpage hosting links to early literacy resources and information).
- 2.2 By the end of 2014, the library will research potential databases that promote early literacy in children 0-5 years.
- 2.3 By mid-2015, the library will implement at least one early literacy database geared toward children 0-5 years.
- 2.4 By the end of 2015, the library will investigate the usefulness of this database.

Objective #3

By the end of 2015, the library will introduce at least three additional services or programs that promote early literacy.

Actions for Objective:

- 3.1 By the end of 2013, the library will investigate partnerships with community organizations that foster early literacy (example: daycares, schools).
- 3.2 By the end of 2014, the library will develop at least one partnership with a community organization and will work with this organization to implement one early literacy program or service.
- 3.3 By the end of 2015, the library and its partner will evaluate the effectiveness of this partnership.
- 3.4 By the end of 2013, the library will create a collection of at least three board book kits for the Book Babies program.
- 3.5 By the end of 2014, the library will develop a new monthly "Parent & Baby" book club.
- 3.6 By the end of 2015, 50% of caregivers surveyed will indicate that the Parent & Baby book club met their early literacy expectations.
- 3.7 By the end of 2014, the library will have established a puppet theatre program and host regular puppet productions at least twice a year.
- 3.8 By the end of 2015, at least 100 patrons will have attended library puppet shows.

Objective #4

By the end of 2015, the library will have revamped the layout of its children's area to develop an enhanced early literacy area.

- 4.1 By the end of 2013, the library will have evaluated the library's space for children to determine what areas require revamping and what areas of the collection need to be expanded.
- 4.2 By the end of 2015, caregivers and children 0-5 years will have a space in the library dedicated to early literacy initiatives.



Definitions

Within the Plan of Service goals and objectives, the following definitions were used:

The library: Refers to the Fort McMurray Public Library.

RMWB: Regional Municipality of Wood Buffalo.

All residents: Refers to residents in the Regional Municipality of Wood Buffalo.

Literacy: Defined as the ability to identify, understand, interpret, create, communicate and compute, using multiple formats, in varied texts, for a wide range of purposes.

Emergent Literacy: Defined as the development of a child's multiple literacy skills and positive attitudes that form the foundation for subsequent reading and writing achievements that begin at birth.

Caregivers: Refers to parents or guardians of children.

Educational Opportunities: a "library educational opportunity" is a staff-mediated interaction, such as a program, an online tutorial, a one-on-one training session, or an informal training interaction between a library user and a staff member.

Outreach: Refers to the provision of a wide range of library activities and resources to the community. Examples include school visits, representation at community events, and presentations to groups.

Service Responses: Refers to descriptions of the varied services that a library delivers to the public in response to a set of well-defined community needs.

Resources: Describes all library materials, services and facilities provided to the community. It includes all library materials, outreach programs and services, the use of space such as rooms within the library, along with equipment and wireless Internet access.

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