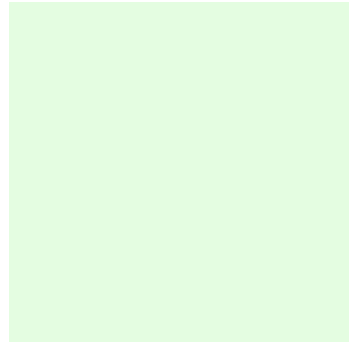


# Yellowhead County Library Board



## Plan of Service 2015–2020

Approved by the Yellowhead County Library Board  
June 11, 2015



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## 2015–2020 Plan of Service

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# Message from Board Chairperson



Looking back on the previous Five Year Plan of Service gives one a sense of great accomplishment. Free memberships, a new building for Wildwood Public Library, wheelchair accessibility to all three libraries, and providing wireless internet capability and improved access to services for all patrons, name just a few of the goals set out and completed. None of this would have been possible without the hard work and commitment from the County and its stakeholders, the past and present members of the YCLB, the Director of Library Services, and the dedicated Staff of our Yellowhead County Public Libraries.

We now look forward to the next five years and how our libraries can continue to not only maintain the quality of service provided, but to improve and expand on creating a dynamic and versatile community hub for all citizens to call their own. We have taken the time to invite our county residents to voice their thoughts on how we can best serve our communities' needs. It is through the information gathered from these meetings that the Board, Director, Managers, and Staff will create an attainable and working Plan of Service to ensure that the Libraries are serving the public in an effective and relevant manner.

There has never been a time when knowledge was not an integral part of our world as a whole. Even now, when technology has given us infinite information in the palm of our hand, it is our duty to maintain the integrity of that information by continuously seeking to educate ourselves, share knowledge and cultivate community. All of these goals can easily be accomplished by simply opening the door to your local library.

Joycelyn Pelkey, Chair

Yellowhead County Library Board

May, 26, 2015

## Serving multiple communities

The Yellowhead County Library Board was established under bylaw in December 1996 under the then recently incorporated Municipal District of Yellowhead No. 94. The Board consisted of seven members, two of which could be and were councilors for the Municipal District. In 1998 the M.D. underwent a name change to Yellowhead County with a corresponding change for the Library Board.

The Board provides library services to residents of the County which covers an area of 26,509 square kilometers. The region borders the Pembina River on the East and Jasper National Park on the West. The library service area includes five libraries; three branch libraries on the eastern side of Yellowhead County and two municipal libraries on the western side.

The Yellowhead County Library Board provides service for the population of Yellowhead County, which currently is at 10469. This includes supplemental funding provided to Hinton Municipal Library and Edson Public Library who serve county residents in the surrounding area.

The Yellowhead County Library Board is directly responsible for the community libraries of Wildwood, Evansburg, and Niton. The Niton Library has existed as a community library since 1974 and was established as a school-housed public library when Niton Central School was renovated. There has been a library in Wildwood for more than 60 years; with its humble beginnings starting in 1954. It was established as a municipal library of the Village of Wildwood in 1982 and became a community library when the village dissolved in 1990. In 1998 the Village of Evansburg dissolved and the library came under the jurisdiction of the Yellowhead County Library Board. The Evansburg library was established November 1, 1975 and is a school-housed public library in the Grand Trunk High School. The blend of municipal/town school and community/stand-alone libraries make an interesting mix with differing needs and concerns within the county.

Yellowhead County became a member of the Yellowhead Regional Library System in 1998 along with the Towns of Edson and Hinton. YRL continues to offer excellent services such as providing book allotments to each library, cataloguing new books, consultation regarding collection development along with technology development, training and support. YRL is part of the The Regional Automation Consortium a partnership with four regional library systems and resources numbering 3, 000, 000 are shared amongst the regions. The TRAC system partners utilize a common database, interlibrary loan network and a resource circulation system.

The operations of the three libraries were contracted out by YCLB to committed library societies until 2007. In 2007, a library director was hired in response to an Alberta Government consultant report. Since January 2008, the YCLB has directly managed the three libraries. The board's vision is to standardize the delivery of library services to County residents while maintaining the strong sense of community that is part of each library.

## Accomplishments of three libraries

YCLB provides library service to the residents surrounding Edson and Hinton through contractual agreements. YCLB directly operates Wildwood Public Library, Evansburg Public Library and Niton Public Library.

YCLB now offer free library memberships and free children's programming at all three service points. All three libraries have had many accomplishments over the past five years, including:

- New facility for Wildwood Public Library.
- Wildwood Library human book chain received national news coverage.
- Green Grove Library changed its name to Niton Library.
- All three service points are now wheelchair accessible.
- A new drop-off box was installed outside of Evansburg Library.
- Each service point received new comfortable seating to promote a more welcoming space.
- Niton Library celebrated its 40<sup>th</sup> anniversary.
- Programming, celebrations and networking within the communities has increased significantly in each library.
- In response to community needs, Niton Library now hosts Firearms and First Aid Courses
- Evansburg Library increased their membership by 15% between March 2014 and March 2015 ( 79 new memberships + 522 prior memberships = 601)
- Wildwood Library celebrated its 60<sup>th</sup> anniversary with a rooftop photo of many community members forming a large 60!
- Wildwood spearheaded a walkathon fundraiser in conjunction with their 60<sup>th</sup> anniversary, it raised \$7800.
- Evansburg and Wildwood hosted a COW Bus Events where 9 and 8 community organizations respectively partnered with the libraries to make the event a success
- Patrons are increasingly accessing resources online through the TRACpac App, eBooks and other eResources from their mobile devices.
- Evansburg Library's Preschool Storytime grew exponentially in 2015.
- The ME library service launched recently allowing patrons to access items from across Alberta with their home library cards.
- Evansburg Library makes regular bi-weekly visits to Pembina Village with resources for shut in patrons.

## Determining service priorities

YCLB adapted Sandra Nelson's *Strategic Planning for Results* process to identify the needs of the library and resulting service priority responses for its strategic plan. Under this process Community Planning Committees (CPC) were formed to ensure that the library's 2015–2020 Plan of Service responded to community needs. Ken Feser from the Public Library Services Branch facilitated the meetings at each library. The meetings focused on the vision of the residents in each of the communities of Wildwood, Evansburg and Niton Junction and how that vision will shape library services. YCLB recognizes the necessity of analyzing the on-going needs of the evolving communities. As part of our needs assessment, the board invited stakeholders to represent a cross-section of the three communities served by the libraries. We were able to assess our achievements and shortcomings, as we move toward our goals. We also considered the need to partner with other community organizations in the provision of service to specific groups such as seniors, families, newcomers and those with disabilities.

The three community planning committee meetings were visionary, inspiring and interactive. With the data from the meetings, YCLB began to strategize and set goals in May and approved the following service responses as priorities over the next five years, on May 27, 2015.

1. *Visit a Comfortable Space: Physical and Virtual Space*
2. *Satisfy Curiosity: Lifelong Learning*
3. *Know Your Community: Community Resources and Services*
4. *Stimulate Imagination: Reading, Viewing and Listening for Pleasure*

YCLB wanted to provide honorable mention to an additional service response that the library is already providing these services to a level of excellence and will continue to do so throughout the next Plan of Service.

1. *Connect to the Online World: Public Internet Access*

It was agreed that the remaining service response were either valued yet not a priority at this time or were already being addressed by another organization in the community.

The data gathered by the public surveys and the information collected at the community meetings were the foundation that the YCLB used to create the goals, objections and activities in the 2015-2020 Plan of Service.

## Acknowledgements

YCLB would like to thank the Community Planning Committees, the Yellowhead County Library Board, the staff at Wildwood, Niton and Evansburg libraries, and all public survey respondents. Thank you to Ken Feser from the Public Library Services Branch for his excellent guidance during this process. As well, we appreciate the assistance we received from YRL in the person of Jocie Wilson, BA, MLIS Client Services Librarian; as she guided the board through the setting of goals and gleaning of key data.

### Yellowhead County Library Board Members

- Joycelyn Pelkey, Chairperson
- Susan Otway, Vice – Chairperson
- George Webster – Treasurer
- Donna Mudge – Board Member
- Sandra Cherniawsky – County Councillor

### Director of Library Services

- Ann Myrholm

# Visit a Comfortable Space

## **Goal**

The communities will have welcoming accessible spaces to meet, interact and utilize library services.

## **Objectives**

Increase the accessibility of the Evansburg Public Library.

Expand library services to create an inclusive feeling of all community members in using library services.

Continue to curate virtual spaces and use social media to communicate with the community.

Increase usage of all service points by interacting with patrons in the community.

## **Activities**

Create a separate public entrance at the Evansburg Public Library or consider a stand-alone library at Evansburg

Install washrooms for public use at Evansburg and Niton locations.

Extending opening hours at all service points.

Expanding library services to new areas and out-reach services.



# Satisfy Curiosity

## **Goal**

YCLB will support community members in their lifelong learning endeavors.

## **Objectives**

Increase the number of early learning opportunities offered to children and their families.

Increase the number of opportunities for learning and growth for the school-aged population.

Support the knowledge of local history and genealogy research amongst interested community members.

Offer resources and programs related to career development and support.

## **Activities**

Partner with AHS to offer Books for Babies program.

Develop out-reach programming opportunities.

Offer impromptu programs when the libraries are busiest,

YCLB will utilize available resources to provide greater access to community members with print disabilities.

Offer programming on genealogy topics at relevant service points.

Explore History through local historians and artists at the public Libraries.

Partner to offer programming that supports career development.

# Know Your Community

## **Goal**

YCLB will support engaging the community to build community spirit, cultivate partnerships among community organizations and promote the local public libraries as community hubs.

## **Objectives**

Promote community services through various means and media to inform community members.

Increase the marketing and promotion of library services and events to encourage a strong usage of the library in each community.

## **Activities**

Improve library signage in each community.

Use Social Media to connect with communities.

Offer technology to allow community members to find community information.

Partner with Entwistle Public Library and Parkland Library Board to co-host programs and events.

# Stimulate imagination

## **Goal**

YCLB will inspire creative programs while providing enriched community connections.

## **Objectives**

Develop programs that encourage patrons to create their own content through creative means.

Offer programming directly related to teen interests in each community.

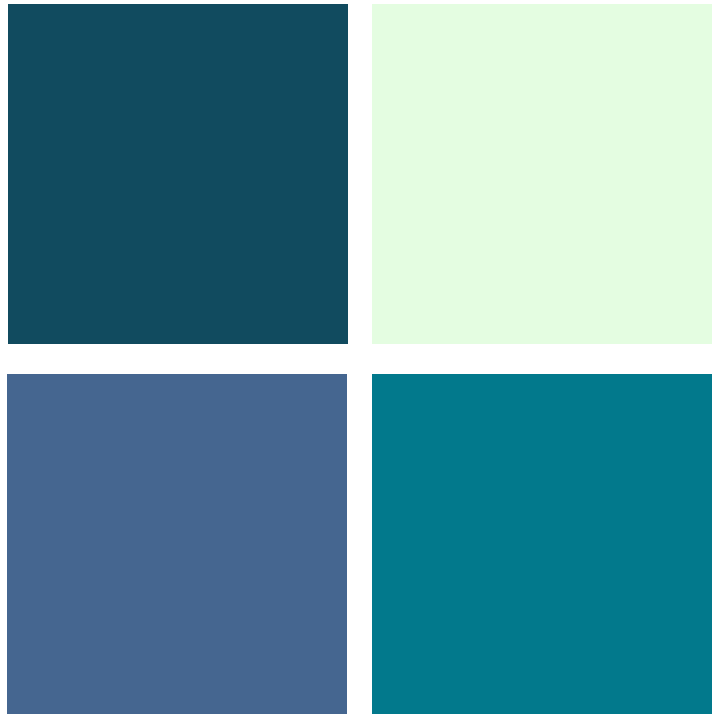
Continue to establish the library as a community connection to entertainment, leisure collections and services.

Offer programming that relates to community needs for all ages.

## **Activities**

Engage local teens in creating programs that are of interest to them.

Establish programs for various age groups based on leisure interests such as knitting groups and workshops.



# The Mission

“The mission of the Yellowhead County Library Board is to promote and maintain public libraries on which the community can rely for information, resources, services and programs to enhance lifelong learning, personal leisure, entertainment and quality of life.”

Evansburg Public Library  
4707 – 46 Avenue  
Evansburg, AB T0E 0T0  
[www.evansburglibrary.ab.ca](http://www.evansburglibrary.ab.ca)

Niton Public Library  
5307 – 50<sup>th</sup> Street  
Niton Junction, AB T0E 1S0  
[www.greengrovelibrary.ab.ca](http://www.greengrovelibrary.ab.ca)

Wildwood Public Library  
5215 – 50<sup>th</sup> Street  
Wildwood, AB T0E 2M0  
[www.wildwoodlibrary.ab.ca](http://www.wildwoodlibrary.ab.ca)